



Search Engine Optimization

Final Project 2023

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Introduction:

To carry out this Search Engine Optimization project, we chose the Japanese food restaurant Yakuza. The restaurant opened in 2016 and has the signature of Olivier da Costa, who already has four more spaces, in Cascais, Algarve, Porto and Paris where he offers exclusive creations of Japanese Cuisine, which surprises with the best of the fusion between the East and the West has to offer. In order to produce this report, we followed the steps of the SOSTAC model.

Situation Analysis:

Yakuza restaurants have established a presence in Portugal, specifically in Lisbon, Porto, Algarve and Cascais. These Japanese-inspired dining establishments offer a unique fusion of traditional Japanese cuisine and Portuguese flavors, providing a distinct culinary experience. To develop an effective marketing plan for Yakuza restaurants in Portugal according to the SOSTAC model, it is essential to conduct a comprehensive situation analysis.

Swot Analysis:

Strengths:

Culinary Excellence: Yakuza restaurants pride themselves on their skilled chefs who demonstrate exceptional mastery in crafting authentic and innovative Japanese dishes, showcasing the artistry of Japanese cuisine.

Fusion Concept: The incorporation of Portuguese influences into the traditional Japanese menu creates a distinct and alluring dining experience, appealing to adventurous food enthusiasts.

Ambiance and Design: Yakuza restaurants boast stylish and modern interiors that blend Japanese aesthetics with contemporary elements, providing an inviting atmosphere for patrons.

Weaknesses:

Limited Market Awareness: Despite a loyal customer base, Yakuza restaurants have yet to achieve widespread brand recognition in Portugal, presenting an opportunity for increased visibility and expansion.

High-End Pricing: Yakuza's positioning as an upscale dining establishment may limit its accessibility to price-sensitive customers, necessitating strategic marketing approaches to communicate the value proposition effectively.

Opportunities:

Tourism Potential: Portugal is a popular tourist destination, and Yakuza restaurants can take use of this to draw in foreign guests looking for a genuine and unforgettable Japanese dining experience.

Influence on social media: Using social media channels to their full potential can increase brand recognition, engage a younger, more tech-savvy audience, and generate discussion about Yakuza eateries, drawing in a wider clientele.

Threats:

Intense Competition: With a wide variety of dining options, Portugal's restaurant business is very competitive. To set itself apart from both domestic and foreign rivals, Yakuza must emphasize its fusion concept, culinary brilliance, and distinctive ambiance.

Economic factors: Economic fluctuations may have an effect on consumer spending patterns and thus may have an impact on the demand for upscale dining. Yakuza must continue to be flexible and responsive to shifting economic situations.

Competitors Analysis:

In order to understand the competitive landscape and identify key players in the Japanese restaurant industry in Lisbon, we conducted a comprehensive competitor analysis using data from Google Restaurants list and TripAdvisor. These platforms provide valuable insights into customer reviews, ratings, and popular dining destinations in the area. By analyzing this information, we can gain a deeper understanding of how Yakuza restaurants compare to their competitors in terms of pricing, product offerings, customer service, reputation, and key differentiators.

The three biggest rivals to Yakuza, according to our analysis of the top Japanese restaurants on Google and TripAdvisor, are Go Juu, JncQUOI Asia, and Kanazawa. Being the priciest Japanese restaurants in Lisbon, they are all in direct competition with one another on price. They all enjoy a solid reputation, but Go Juu and Kanazawa stand out due to their excellent ratings and reviews on TripAdvisor. Due to their proud Michelin star ownership, Go Juu and Kanazawa distinguish themselves from the competition (JncQUOI and Yakuza).

For the query “Japanese restaurant Lisbon” Yakuza in our incognito window appear as the first restaurant, but in the second page after the list of other websites about the top x restaurant in Lisbon. So is better placed than the competition but not in the first page. The research was done near Marques de Pombal, that can influence the ranking.

Digital Channels:

In order to conduct a comprehensive digital channel analysis for Yakuza Restaurants, it is essential to identify the various digital channels that the business currently utilizes or has the potential to utilize. The following digital channels should be considered:

Website:

Yakuza Restaurants' website serves as a crucial digital channel for showcasing the brand, providing information about the menu, location, and facilitating online reservations. The website is an important touchpoint for customers to learn more about the restaurant and make informed decisions.

Social Media Platforms

Yakuza Restaurants have a presence on social media platforms such as Facebook, Instagram. They strategically employ visual content on their social media platforms to engage and captivate their audience. Through the utilization of high-quality photos, they showcase their establishment, culinary offerings, and collaborations with influencers. Yakuza publishes identical content on Facebook and Instagram, but Instagram receives more engagement. On Instagram, the previous 20 postings have received an average of 600 likes per photo while only receiving 90 on Facebook. This can be explained by the fact that Instagram has 82k more followers than Facebook, which only has 29k. Instagram account need to be improved, according to [ninja analytics](#) the Engagement Rate is under the average, for an account with this number of followers.

Online Reservations Platforms

Yakuza Restaurants has partnered with The Fork, a well-known online reservation system, since they appreciate the comfort and enjoyment of their customers. Yakuza Restaurants guarantees a smooth and trouble-free reservation process by integrating The Fork into their website and

providing reservations through The Fork app. Customers may quickly reserve their preferred dining experience with just a few clicks on their website or within The Fork app. Through this relationship, Yakuza Restaurants are able to make reservations more easily and conveniently for their devoted customers.

Email Marketing

Yakuza Restaurants uses The Fork to manage their email marketing efforts. Yakuza Restaurants may successfully communicate with their consumers with tailored and targeted email marketing thanks to the data gathered from The Fork. Yakuza Restaurants can send updates and exclusive deals thanks to the strong platform provided by The Fork, keeping their clients informed.

Personas:

Persona Ula:

Ula comes from Germany she is 32 and she has been living in Portugal for 5 years. She works for Google and as a freelancer on Upwork doing outsourcing projects for big companies. In her free time, especially at the weekends, she enjoys visiting new places and experiencing new things. When she goes out for dinner with her friends, she prefers to have the best service possible with a unique atmosphere. Dates and business meetings are important to her, so she wants to have fast reservations in a short amount of time if necessary. Her decision to choose is based on Google recommendations and the location of the place. She wants to take walks and to go out near Avenida de Liberdade because that is the most popular street in Lisbon as she knows. She is a social media user; she understands the trends and always wants to be up to date. If she sees an ad on Instagram or a reel for tourist-related place she will save it, share it to her friends and consider seeing it. Degustation of various types of plates from a different culture is a fun experience for her. The more expensive the experience and food are, the more she adds value to it because she wants to feel valued.

Persona Mario:

Mario a european university student from an upper middle class family that is on holiday in Lisbon for few days for celebrating a couple anniversary with his girlfriend, she like sushi so he decided to search for a very good restaurant. He don't care about the price, in fact he want a good place to make instagram stories, so is even better if it is an expensive one. Scenario: Mario tried to search on TripAdvisor then on Google maps in order to decide which restaurant to go, since has an house on the city center in Lisbon he decide to go for yakuza by oliver. He choose that one because from the menu available online.

Persona Gino:

Gino middle aged man, married with sons that are already living outside because they are studying. Gino is a top level manager and he's living on the center of Lisbon, he like to go every weekend to a good restaurant with his wife he have is favorite ones. Gino usually try to leverage on multitasking and he always do stuff when he's on a phone call, not only but Gino likes to have everything on his phone. Scenario: Another weekend is coming, it's Friday and Gino is doing one of last phone call of the week, meanwhile he want to book for Yakuza which is his favorite sushi restaurant on the city. During the call Gino goes one google search for "yakuza reservations" click on the link end then make his reservation online.

Persona Laura:

Laura, born in Brazil, is 22 years old and has lived in Lisbon for 1 year and a half. She recently landed an internship at an advertising agency in the field of marketing analysis. In her free time she likes to go out with her friends to eat at a restaurant. She doesn't have a favorite cuisine preference, she likes everything and then some. Having recently moved to another country, and wanting to meet new people, he is looking to find a quality restaurant in the region. For her, the perfect date is for it to be in a pleasant place, for exclusive dishes and delicious drinks.

Objectives:

1. Sell:

More reservations through the website. We want to push more leads from digital marketing perspective through the website. The more reservations we have through the website using phone number and email from the user the more we have data for doing marketing campaigns. Pushing micro targeting and making more loyal customers will leverage the sales.

2. Speak:

Get closer to customers. Web interactions something like a give away maybe based in a quiz on Instagram can have a huge impact increasing the number of followers and also the word of mouth. Increasing Google reviews by not directly asking the customer to do it, but to leave a buzz-reminder with the dessert after the finish with paying the check or offering something to them for doing it.

3. Serve – Add value

Make a program for loyal customers. Customers that reserve through the website get a code which they can show in the entrance and have the unique opportunity to taste the special dessert for the day.

4. Save- Save costs.

save costs by rationalising and optimizing the costs of the acquisition campaigns, as well as show campaigns for relevant people.

5. Sizzle – Extend the brand online

Build communities with influencers. We can already see on the Instagram page that Yakuza is collaborating with Influencers but why not make an event with inviting all the influencers and make them talk on TikTok and Instagram about Yakuza's experience? Make special offers for loyal customers so they can share their experience and invite their friends along with it.

Special offers for the golden customers and corporate meetings. Unique desserts and treats, special prices for groups.

Strategy:

Segmentation:

Audience segmentation plays a vital role in the digital realm due to the heightened empowerment of consumers. Not only are consumers more empowered than ever before, but they are also making purchasing decisions at an accelerated pace. Consequently, digital marketers face the challenge of effectively capturing consumers during their decision-making process. To overcome this challenge, marketers must employ every available means to comprehend the thought processes and behaviours of their target audience.

The most important things here are: post purchasing behaviour, key social channels and psychographic/lifestyle segmentation.

- To optimize the marketing efforts, it is essential to differentiate the previous customers from new ones through audience segmentation. By doing so, we can tailor our engagement strategies according to the relationships we have already established. The segmentation can be based on various factors, such as ordering patterns and the specific types of plates they have purchased. The crucial aspect is to anticipate their future needs, enabling you to proactively showcase relevant offerings even before they consciously recognize those needs. This can be done with marketing engineering.
- Gaining insight into the consumption patterns and platforms through which people engage with our content can greatly influence our marketing approach for diverse audiences. It provides valuable information about their preferences and sheds light on their social interactions. Moreover, leveraging our social channels offers opportunities for targeted outreach, making it an integral part of our overall strategy. These two aspects are intertwined and synergistic, working together to optimize our marketing efforts in numerous ways.
- Sometimes people segment their audience according to traits, cultural values, or lifestyles. These can also be related to current events. This kind of segmentation can be difficult to pinpoint because it's not always in the form of concrete information like geographic segmentation or age, which are clear and concrete sets of data. It may be more about values, preferences or lifestyle factors. Psychographics requires that marketers dig a little deeper. To this end, things like Facebook polls and quizzes can work wonders.



Target:

Targeting, also known as multisegmented marketing, is a marketing strategy that involves identifying specific personas or markets for specific content. Companies use target marketing to learn more about their consumers and thus create advertisements for specified groups to maximize response. Targeted audiences can be made in Facebook for business where we can run the ads or on Google, depending on the budget. Targeted audience are our buyer personas.


Retargeting and Remarketing:

Remarketing techniques usually use cookies to track your audiences and see what they're doing once they're off your site. The cookie helps to keep our targeted ads running to people who have already visited our site but have left. If they haven't made a subscription, we can put them in the retarget audience using Facebook for Business or Google Analytics and make campaign specifically for this audience. Depending on the budget we can use different channels. CPC is

lower through Instagram and higher for Google and Youtube. We can promote “Menu de Almoco” to the customers that already showed interest on the Instagram post or bounced from booking. Remarketing strategy is focused more on email marketing which we don’t consider as much important because the communication we are using is more for young people having a pleasurable and modern experience. But in any case, if considering doing remarketing campaign we suggest using Mailchimp which is a free tool for sending up to 50 mails. We also checked if Yakuza uses Facebook Pixel, from which we gain data that allows us to measure the effectiveness of an advertising campaign by understanding the actions people take on our website. After that we can make remarketing/retargeting decisions based on the data we gathered.

**Meta Pixel Helper**
[Learn More](#)

One pixel found on restaurantesyakuza.com

**Meta Pixel**
Pixel ID: 589694968545955 [click to copy](#)
[Troubleshoot Pixel](#)
[Set Up Events](#) New!

⚡ Microdata Automatically Detected ⓘ

CUSTOM PARAMETERS SENT
DataLayer: []
JSON-LD: [Show](#)
Meta: [Show](#)
OpenGraph: [Show](#)
Schema.org: [Show](#)

EVENT INFO
URL called: [Hide](#)
<https://www.facebook.com/tr/>
Pixel Location: [Hide](#)
<https://restaurantesyakuza.com/en/yakuza-lisboa-en/>

✔ PageView

EVENT INFO
Setup Method: Manual
URL called: [Show](#)
Load Time: 53.11 ms
Pixel Code: [Show](#)
Pixel Location: [Show](#)
Frame: Window

OVP:

Online value proposition shows what we can offer in way of content, products, services and experiences to engage online customers, the reasons why customers will click on, return, register or buy from your site and ideally feel motivated enough to share their experience – the last point being key in an age where the customer increasingly defines the brand pointing the question such as “what’s in this for me?” In our value proposition as mentioned in the strategic part, we are increasing the “Menu the Almoco” which is a good deal for increasing the value for money proposition. Furthermore, we suggest easier customer booking experience through the website implementing family-and-friends deal with placing a unique code.

Omni-channel marketing:

The multi-channel funnels provide insights into how people are converting on your website and the factors that led them there. They primarily focus on sales, such as reservations for Yakuza, and conversions, which can include leads or sales as defined in our Google Analytics account goals.

In terms of marketing channels, the restaurant utilizes Instagram, where sponsored ads are possible, as well as challenges with rewards and collaborations. However, there is a missed opportunity on YouTube. Oliver da Costa, who is frequently interviewed, could benefit from having his own YouTube channel. He could collaborate with influencers as he is already doing, but with a stronger emphasis.

Additionally, Facebook is utilized for paid ads and collaborations with influencers. As for SEO, engaging with bloggers can be beneficial in order to increase backlinks and boost online visibility.

Channel Grouping Path	Conversions	Conversion Value
Display Advertising > Paid Search > Direct	7,514	\$100,712.19
Organic Search > Paid Search	5,377	\$117,319.55
Display Advertising > Paid Search	3,716	\$182,264.71
Paid Search > Referral > Direct	3,015	\$58,779.31
Social > Organic Search	2,746	\$190,549.19
Display Advertising > Display Advertising	2,729	\$59,692.22
Organic Search > Social > Direct	2,588	\$39,751.97
Referral > Organic Search	2,557	\$31,964.93
Email > Paid Search	2,329	\$58,277.85
Referral > Display Advertising > Direct	1,631	\$40,072.25

Engagement and Content Strategy:

A content strategy is a plan in which we use content (audio, visual, and/or written) to achieve our business goals. A successful content strategy will attract our target audience at every stage of the funnel and keep them engaged even after a purchase. For easier content planning we suggest using scheduling tools, for example: Sprout Social, CoSchedule, Feedly, Airtable, Tweetdeck, Planable, Sked Social or Post Planner.

In the tactics part later, we have a lot of suggestions that can be implemented. In the strategy we stick with few.

Objectives	Substantiation	Strategies to achieve goals	KPI critical success factors
Conversion Objective (Increase the Menu de Almoço €25 bookings up to 40%)	Growth evidence based on the information of the database with orders, find the patterns of the customers that order this particular package.	Emphasize the quality and create sense of excitement through content testing 2 social media channels	% of visitors responding, from which social media channel we have most of the leads
Acquisition (or conversion objective) Make 30% of the customers that visit, come and visit again and become our loyal golden customers.	Explore number of phone calls coming from the website. We can see on Google Analytics if there through created events. See frequency of phone and names through the database.	Direct marketing campaign using phone and referring to family members with referral code that have to place on the website while booking.	Number and percentage of customers that came with the referral code. Number and percentage responded through phone.
Increase traffic on the website to 40% more	Exploration of current Yakuza Instagram Ambassadors if they lead people from social media to the website.	Keyword analysis, Implementing blog on the website, making chatbots for people to interact easily	Ratio of new and returning visitors, Average Session Duration, Average pages per session, Bounce Rate

Tactics:

In order to achieve our stated objectives, we will now define a set of tactics that align with the 7Ps of the Marketing Mix. These tactics are designed to support and drive the success of our objectives related to increasing reservations through the website, engaging with customers, adding value, saving costs, and extending our brand online. By considering the key elements of product, price, place, promotion, people, process, and physical evidence, we can create a comprehensive strategy that encompasses various aspects of our business.

1. Product:

- Highlight unique features of the dining experience and emphasize the quality of the food and service on the website.
- Regularly introduce new and exclusive menu items to reward loyal customers and create a sense of excitement.
- Develop a loyalty program where customers who reserve through the website receive a unique code for a special dessert of the day.

2. Price:

- Offer exclusive online discounts or promotional packages for reservations made through the website.
- Implement dynamic pricing strategies to optimize revenue based on demand and booking patterns.
- Create special prices for group reservations and corporate meetings.

3. Place:

- Optimize the website's user interface and booking process to make it easy and convenient for customers to make reservations.
- Ensure the website is mobile-friendly and responsive to accommodate users on various devices.
- Clearly communicate the benefits of the loyalty program on the website, making it easy for customers to sign up and redeem rewards.

4. Promotion:

- Leverage digital marketing channels such as social media, search engine marketing, and email campaigns to drive traffic to the website.
- Conduct keyword research to identify relevant search terms related to dining experiences and the target audience.
- Build high-quality backlinks by reaching out to relevant websites, bloggers, or local directories to feature Yakuza or link back to the website.
- Utilize targeted advertising to reach specific customer segments interested in dining experiences.
- Encourage customers to leave reviews on Google by providing a buzz-reminder with the dessert after their meal, without directly soliciting reviews.
- Collaborate with influencers to create engaging content about the dining experience at Yakuza on platforms like TikTok and Instagram.
- Consider to do some give away, for example making once a month a quiz on Instagram where the winner have a free dinner. In this way the can grow the Instagram account and have some benefit on the seo side.

- Organize an influencer event at Yakuza, inviting influencers to experience the restaurant and share their experiences on social media.
 - Share positive customer reviews and testimonials on the website and social media platforms to build trust and credibility.
5. Physical Evidence:
- Do improvements to the website, having in mind the technical issues we encountered, from an SEO perspective, in order to improve the speed of the website.
6. Process:
- Streamline internal processes to improve operational efficiency and reduce waste.
7. People:
- Train and empower staff members to provide exceptional customer service, both online and offline.
 - Ensure that customer queries and inquiries through the website or live chat are promptly addressed.
 - Train staff to actively participate in online forums and live chat, providing personalized recommendations and responding to customer inquiries.
 - Encourage staff to engage with customers on social media platforms, responding to comments and messages promptly.
 - Train staff to actively engage with customers on social media platforms, responding to comments, sharing user-generated content, and building a community.

The aim would be to apply the defined tactics to the target segments defined, specifically focusing on two distinct groups. The first segment comprises younger individuals aged between 20 and 35, who possess some degree of economic power. To effectively cater to this segment, tactics involving social media platforms such as TikTok and influencer events will be employed. These strategies leverage the digital landscape and capitalize on the younger generation's preference for engaging with brands through social media.

The second segment consists of older individuals aged 60 and above, who are financially stable and prioritize quality food and services. For this segment, it is essential to recognize the importance of providing exceptional experiences that justify a higher expenditure. Tactics such as offering discounts and special prices for group reservations and corporate meetings will be implemented to cater to their preferences.

By tailoring specific tactics to each segment, Yakuza Restaurants can effectively engage with its target audience and meet their unique needs. This approach ensures that the marketing efforts are aligned with the characteristics and preferences of both segments, maximizing the potential for success and satisfaction among customers.

Actions:

In the SOSTAC model, the “Actions” step refers to the specific activities and tasks that need to be performed to implement the chosen strategy. This step involves breaking the strategy down into actionable steps and assigning responsibilities to individuals or teams.

In this case, the first action we suggest is to advertise discounts or exclusive promotional packages online, and for that you should start posting on the restaurant's social networks, and reinforce sharing with customers.

Another action we suggest is to schedule a giveaway every month so that people interact with the Instagram page and tag the restaurant.

And one more action would be to carry out a direct marketing campaign by telephone and referring family members with a reference code that you must put on the website when booking. This would increase the number of loyal customers.

Control:

For the control part we can use tools like Google analytics, to see for example how many customers they arrive for which platform as well as Facebook pixel. These tools not only are useful for the funnelling part, but also for other kpis like how many people see the website and what are the most viewed pages. Then with google search console can see if the positions in the ranking are increasing, if the ctr is increasing and if our new keywords are working. Then we can rely on platform specific tools like the one on Instagram to see how the social and the other platform are going. And finally we can monitor our segment of customer, since these tools can tell you the age of your viewer.

Suggested improvements:

Technical issues

Here we will address how to improve the speed of the website, since we know that this is a critical factor for the SEO. To access the technical issues, we used google page speed and [here](#) we have the results that we used to write this section.

Images

The biggest improvement that can be made from the technical side is to improve the speed of the website. First, we have very big images that not only are big, but they also can be optimized using different formats. For example, webp that according to [caniuse](#).com work on 96% of the devices can be considered, also avif that [work on 84%](#) of the devices should be considered. Then using the srcset attribute of the tag img, or the tag picture with the tag source together is possible to have different set of images with different dimensions for the same picture, this can save a lot loading time. The lazy loading is already there, so no action is required for that.

Render blocking resources

There are some css and js resources that are slowing down the website, this happens because they are not loaded in asynchronous way or because they are not loaded directly into the html of the page. Even if they are critical for the page and they cannot be loaded in asynchronous way as we will see we can reduce the weight of both the js and css.

Unused JavaScript

As we can see the [javascript file](#) have a lot of scripts putted all together, this can be avoided using the [tree shaking](#) technique that is [supported by 96%](#) of the devices.

Unused css

For the css according to unused-css.com we have a lot of room for improvement.

Compress the text

Another improvement can be done by compressing the content of the html, in this case there are no trade-offs to think about since the compression is supported by 100% of the devices on the web.

Conclusion

All these issues can be addressed in WordPress, which is the CMS used by the website, but using a static website should be considered as well since it can fit the needs of this website. A static webpage is usually faster than WordPress and since this website does not have a blog inside of it there is no need to use WordPress instead of static page.

User interface



As we can see from this picture the website is not optimized for work on tablets which is a problem.

Yakuza by Olivier, Lisbon

To many, the best restaurant is Lisbon

Once the door that opens on Avenida da Liberdade is crossed, you can perceive how “new” is more than an adjective – it is the core of Yakuza Lisbon. The sumptuousness in the composition of the various spaces contributes to a presence that is unique in the capital.

Information and Reservations

Also, the buttons for the menu can be highlighted, putting them into the navbar and using a more visible colour. This is an important call to action that can lead the customer to make a

reservation and can increase also the time spent on the website which is an important signal for google.

Content

As you can see from the excel file not all the text of the metadata of the English version of the website are translated in English. And there is one page only for the reservations that is a problem for the SEO since there is no interesting content on it. <https://restaurantesyakuza.com/en/reservations/>.

So, our suggestion is to delete the page and move the reservation form in the bottom of the page of each restaurant. In this way not only, we improve the SEO but also there are more opportunities for the visitors to see the registration form.

Navbar

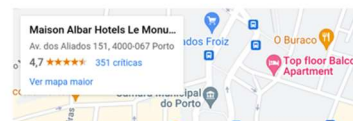
Including the menu in the navbar can attract more clicks since sometimes google decide to put the links of the navbar in to the SERP.

Hero image



Yakuza by Olivier, Porto

**Top reference Japanese cuisine
opens a new restaurant on
Avenida dos Aliados**



Is missing on Porto page missing one opportunity to leverage on the alt text and having a worse user experience for this page.

Duplicated pages

restaurantesolivier.com
<https://restaurantesolivier.com/yakuza-en>

YAKUZA - Lisboa

The restaurant is located in the Pine Cliffs Resort, with direct access from outside the resort and open for dinner only, every day of the week. Yakuza Algarve, ...

You've visited this page 3 times. Last visit: 6/13/23

restaurantesyakuza.com
<https://restaurantesyakuza.com/yakuza-lisboa-en>

Yakuza by Olivier, Lisbon

Yakuza, considered the best japanese restaurant of the portuguese capital, invites you to a prolonged dinner at the counter, a cocktail at the bar or at a ...

You've visited this page 4 times. Last visit: 6/13/23

<https://restaurantesyakuza.com/home-en>

Cozinha Japonesa exclusiva - Restaurantes Yakuza by Olivier

Yakuza by Olivier restaurants present exclusive creations that surprise with the best fusion between East and West has to offer. The highlights from the menu ...

Since both pages are supposed to be owned by the same person, and they are competing each other for the same query "yakuza restaurant" in this case, one of the websites need to be

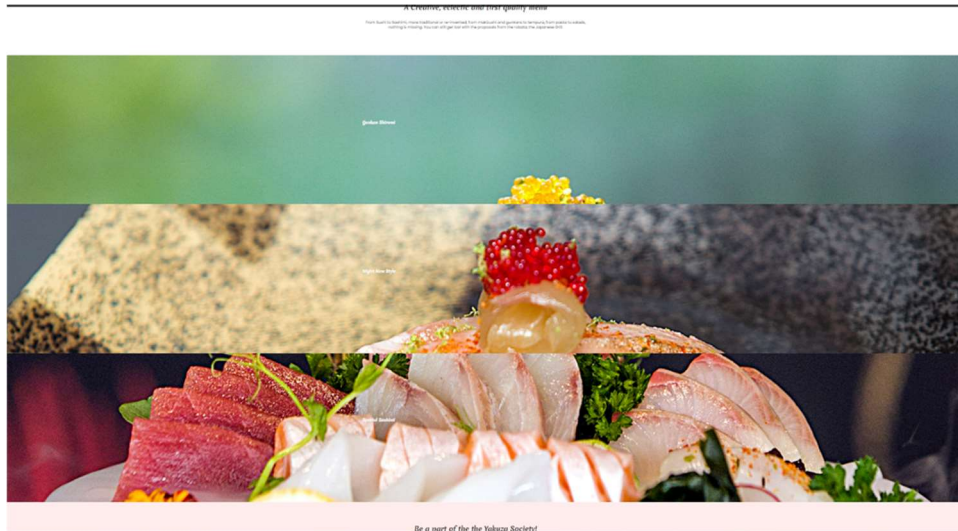
moved. In a way that we have redirect to the other one in order to not lose the position on the ranking.

New keywords

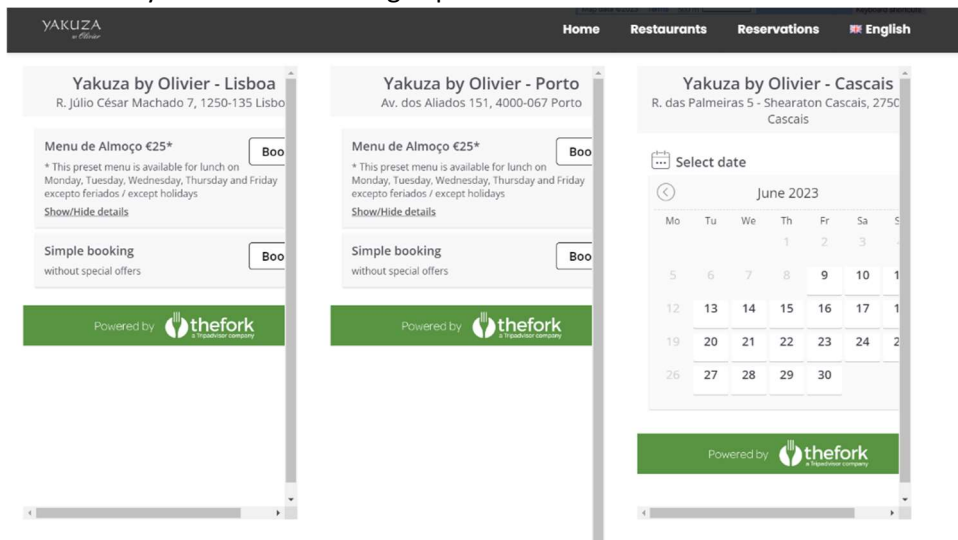
Searching for example for “japanese restaurant” or “restaurant Lisbon” in the keyword generator of ahref we can notice that the most important keywords are “restuarant”, “japanese”, “near me” and in the name of the city where the restaurant

Searching with the keyword “japanese restaurant lisbon” and Yakuza doesn't appear.

Optimize the space that is wasted and not clickable.



Solve the layouts for the booking experience.



Instead of putting an image be creative use keywords and write about the dishes. The menu in this situation is a png image. Having a menu written in html can be something that worth to be tested, maybe he can be ranked in some keywords related to some dishes.

Conclusion:

We talked about different ways to improve the seo and to have a better marketing strategy overall. As usual seo is not a hard science so everything we said can work or not and the only way to see if it can work is to some test. The most important action that can be taken now are the optimization of the speed of the website, and merging this website the in house competitor. Then there are all the other strategies that try to increase the engagement and that they can help with the link building that they take more time but they can lead to some improvements.