

CHOKHI DHANI

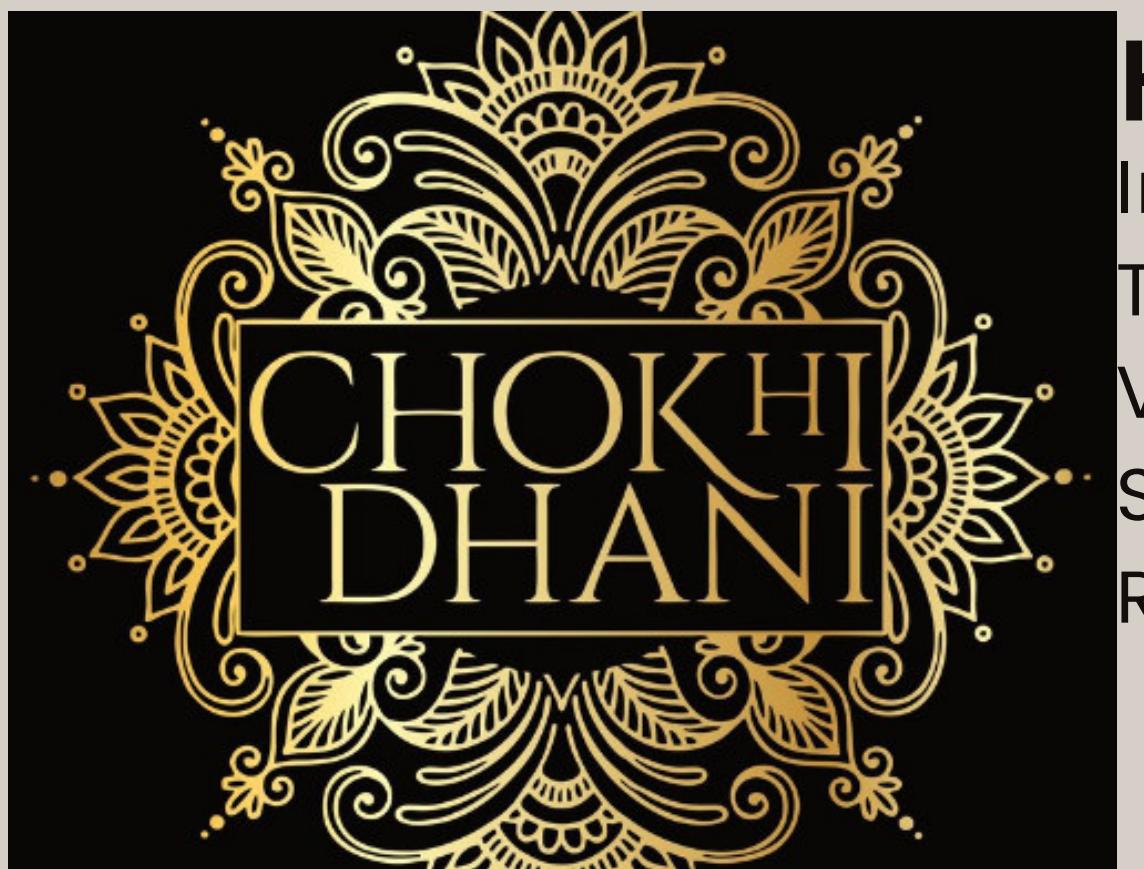


SEO STRATEGY!

SW LONDON
RIVERSIDE
DINING

KEYWORD STRATEGY

Our strategy focuses on promoting our enchanting outdoor riverside dining experience. We strategically employ keywords such as "Indian Food SW Thames," "South West London," and "Riverside" to target individuals seeking a unique culinary experience by the river. By incorporating the term "Vindaloo," we also cater to those with a specific interest in our signature dish. This refined approach aims to elevate the visibility of our restaurant's Riverside dining, ensuring that it ranks high for searches related to outdoor dining along the Thames in South West London.



Keywords:
Indian Food SW Thames
Thames
Vindaloo
South West London
Riverside

TARGET AUDIENCE



Our target audience is people who enjoy outdoor dining and dinner with a view. We market to people of all ages and specifically larger groups for parties, birthdays or weddings.

Our Brand



Welcome to Chokhi Dhani, where our brand is synonymous with a unique fusion of authentic Indian cuisine and enchanting riverside dining. Nestled in the heart of SW London along the Thames, our restaurant is a culinary haven that caters to individuals and groups alike. From intimate dinners to grand celebrations, our carefully curated menu promises a symphony of flavors. Our commitment to inclusivity ensures that patrons of all ages can relish the perfect blend of culinary mastery and the serene beauty of our outdoor riverside dining area. Join us as we redefine dining experiences, offering not just a meal but a journey of flavors and ambiance that lingers in the hearts of our cherished guests.

MONITORING SUCCESS

We employ a dynamic success monitoring strategy using analytics and diverse resources. Utilizing tools like Google Analytics, we track key metrics such as website traffic and keyword performance, ensuring the effectiveness of our SEO strategy. Social media analytics on platforms like Instagram and Facebook offer insights into audience engagement, while customer feedback from platforms like Yelp shapes our ongoing improvements. Reservation data guides our offerings, ensuring we adapt to the diverse needs of our patrons. This comprehensive approach enables us to continuously refine our marketing efforts and uphold our commitment to delivering exceptional Riverside dining experiences.

Social Media

Facebook, Twitter, Instagram, etc.

Spotlight our riverside dining experience through visually stunning content

Foster a digital community with contests and branded hashtags

Interactive engagement

Real-time event promotions

With a keen eye on analytics, our strategy is dynamic, ensuring a powerful and compelling online presence that entices patrons to savor the unique allure of Chokhi Dhani's Riverside dining.

BACK-LINKING STRATEGY

- **Local Business Directories Optimization**
 - Ensure accurate and complete listings on popular local business directories like Yelp, Google My Business, and TripAdvisor, emphasizing the Riverside dining feature.
 - Regularly update these profiles with the latest information, events, and promotions to maintain relevance.
- **Influencer Collaboration**
 - Identify and engage with local influencers, bloggers, and food enthusiasts with a strong online presence.
 - Collaborate with them for reviews, blog features, or social media posts highlighting the unique Riverside dining experience.
 - Request backlinks to our website in their content.
- **High-Quality Content Creation**
 - Develop engaging and shareable content on our website that emphasizes the Riverside dining aspect.
 - This could include blog posts, videos, or infographics showcasing the ambiance and culinary offerings.
 - Encourage users to share this content, naturally generating backlinks.
- **Local News and Event Outreach**
 - Submit press releases and information about special events or promotions to local news websites or event listings.
 - Ensure that these submissions include links back to our website, enhancing visibility and credibility.
- **Social Media Engagement and Monitoring**
 - Actively engage with the audience on social media platforms, encouraging them to share their Riverside dining experiences using specific hashtags or location tags.
 - Monitor online mentions of the restaurant and Riverside dining, expressing gratitude and requesting backlinks when appropriate.

Competitor analysis

The analysis will delve into key competitors, scrutinizing online presence, menus, customer feedback, and social media strategies. The SWOT analysis will unveil internal strengths and weaknesses, as well as external opportunities and threats, guiding the formulation of actionable insights. The ensuing strategic plan aims to elevate us as a distinguished destination in the riverside dining landscape.