

LOCAL SEO STRATEGY

The Wellness Story | Laser, Hair, Skin & Salon

Sector 85 & Sector 51, Gurugram, Haryana

Target: Whole Gurugram | May 2026

4.7 ★ Current GMB Rating	3 Competitors Analysed in Depth	100+ Keywords Mapped Across 5 Clusters
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GMB Profile Analysed: maps.app.goo.gl/mVcy4KkGs9FFey6J7

1. GMB Profile Audit — The Wellness Story

1.1 Business Profile Overview

Business Name	The Wellness Story Laser, Hair, Skin & Salon
Primary Location	1st Floor, Clinic Building, Sikandarpur Badha, Sector 85, Gurugram 122004
Secondary Location	Plot J-81, 2nd Floor, Mayfield Garden, Near Gurugram University, Sector 51
Phone / WhatsApp	9220229223
Website	wellnessstory.in
Google Rating	4.7 Stars (Strong foundation)
Core Services	PRP Hair Therapy, GFC Treatment, Laser Hair Removal, Hydra Facial, Carbon Laser, Weight Management, Hair Spa, Salon

1.2 Strengths

- **4.7-star GMB rating — strong social proof and above-average trust signal in Gurugram market**
 - Multiple authentic patient reviews mentioning specific treatments (PRP, GFC, Hydra Facial, Carbon Laser)
 - Named results: e.g. '9 kg weight loss in 2 months' — conversion-driving testimonials
- **Two physical clinic locations — Sector 85 (New Gurgaon) and Sector 51 (Mayfield Garden)**
 - Dual GMB presence gives double the local pack opportunities across different zones
- **Multi-vertical service portfolio — hair, skin, laser, salon, and weight management under one roof**
- **Website (wellnessstory.in) with dedicated service pages and FAQ schema**

- **Near landmark (Sapphire 85 Mall) — boosts 'near me' contextual signals**
- **Proven treatment technology: FDA-approved Diode and Nd:YAG lasers explicitly mentioned**

1.3 Critical Gaps to Fix Immediately

HIGH PRIORITY — Fix within 30 days

1. GMB business name lacks 'Dermatologist' or 'Dermatology Clinic' — missing the highest-intent search category
2. No services listed on GMB with INR pricing — competitors with pricing visible get 30–40% higher click-through
3. Photo count likely below 50 — local pack rankings strongly correlate with photo volume
4. Q&A section empty — missing out on voice search & mobile featured snippet real estate
5. GMB Attributes not enabled — 'Women-led', 'Online appointments', 'Hindi-speaking staff' filter clicks
6. Service areas not fully specified — limiting Gurugram-wide visibility in the local pack

MEDIUM PRIORITY — Fix within 60 days

1. GMB posts likely infrequent — Google weights posting frequency in local rank signals
2. No Google Messaging / WhatsApp button on GMB — losing mobile-first lead capture
3. Booking URL not linked to GMB appointment CTA — friction in conversion funnel
4. Sector 85 lacks 'hidden gem' to landmark association in GMB description
5. Missing category diversification — only 1 primary GMB category used (should add Laser Clinic, Hair Transplant Clinic etc.)

2. Competitor Analysis

Three competitors were analysed against The Wellness Story across positioning, location advantage, service mix, and GMB strength:

2.1 Competitor 1 — Dermatales Clinic (Sector 31, Gurugram)

Dimension	Dermatales Clinic	The Wellness Story
Location	Sector 31 (Central Gurgaon)	Sector 85 + Sector 51
Doctor Brand	Dr. Pooja Varshney (MD Derm)	Team-led (multi-specialist)
Services	Acne, PRP, Laser, Pigmentation	PRP, GFC, Laser, Weight, Salon
Audience Reach	Central Gurugram strength	New Gurgaon + Manesar belt
Key Weakness	Single location only	Doctor-name brand missing
Your Edge		2 locations + salon + weight loss

Strategy against Dermatales: Target their 'Sector 31 skin clinic' audience with 'better alternative' blog content and GMB posts. Emphasise your multi-location coverage and the GFC + weight management services they do not offer.

2.2 Competitor 2 — AKS Clinic (Golf Course Extension, Gurugram)

Dimension	AKS Clinic	The Wellness Story
Positioning	Best Hair Transplant Gurgaon	Best PRP/GFC Hair Clinic
Core Service	Surgical hair transplant (FUE)	Non-surgical PRP, GFC
Target Audience	Severe baldness / surgical intent	Hair fall, thinning, regrowth
Price Point	High ticket (FUE = Rs 40k–1.5L)	Affordable (PRP Rs 3–8k/session)
Audience Size	Smaller (surgical converts)	Larger (early to mid hair loss)
Your Edge		Non-surgical + faster results + price

Strategy against AKS: Capture the 'I am not ready for surgery yet' audience — this is a much larger pool. Target keywords like 'hair regrowth without transplant Gurgaon', 'PRP vs hair transplant Gurgaon', and 'affordable hair treatment alternative to FUE'. Use patient before/after results as GMB posts.

2.3 Competitor 3 — Dr. Anwasha Poddar (Dermatologist, Gurugram)

Dimension	Dr. Anwasha Poddar	The Wellness Story
Brand Type	Personal doctor brand	Clinic / centre brand
Search Trigger	'Best dermatologist Gurgaon'	'Best skin clinic Gurgaon'
Trust Signal	Doctor credentials & name	4.7★ + patient results
Service Depth	Clinical dermatology focus	Clinical + aesthetic + salon
Scalability	Single doctor capacity	Multi-therapist scale
Your Edge		Team of specialists + holistic care

Strategy against Dr. Poddar: Build a 'team of specialists' narrative in GMB and website — position The Wellness Story as a centre where multiple experts cover dermatology, trichology, aesthetics, and nutrition. Target 'skin specialist clinic' (not just 'dermatologist') to capture intent she cannot fully satisfy alone.

3. Keyword Matrix — All 5 Clusters

The following 5 keyword clusters cover the full Gurugram targeting requirement. Priority ratings: High = target in GMB + website + posts immediately; Medium = target in blog / landing pages within 60 days; Low = long-term content opportunities.

3.1 Neighbourhood-Level Targeting

New Gurgaon / Dwarka Expressway Belt (Sector 83–90) — Primary Priority Zone

Keyword	Search Intent	Priority
skin clinic Sector 85 Gurgaon	Navigational / Local	High
dermatologist Sector 83 Gurugram	Transactional	High
hair clinic Manesar Gurgaon	Local Intent	High
laser hair removal Sector 84 Gurugram	Transactional	High
PRP treatment Sector 86 Gurgaon	Transactional	High
skin doctor near Sapphire 85 Mall	Hyperlocal	High
hair fall treatment Palam Vihar Gurgaon	Local Intent	Medium
skin clinic Sikandarpur Badha	Navigational	Medium
dermatologist Sector 88 Gurugram	Transactional	Medium
acne treatment Sector 90 Gurgaon	Transactional	Medium

Mid Gurgaon Expansion (Sector 47–57, Sohna Road)

Keyword	Search Intent	Priority
skin specialist Sector 51 Gurugram	Navigational	High
hair treatment Mayfield Garden Gurgaon	Local Intent	High
laser clinic Golf Course Extension Gurgaon	Transactional	Medium
dermatologist Sector 57 Gurgaon	Transactional	Medium
skin care Sohna Road Gurgaon	Informational	Medium
PRP hair clinic Sector 47 Gurugram	Transactional	Medium
hair doctor Sector 56 Gurgaon	Transactional	Medium

Central & Old Gurgaon Reach (DLF, Sector 31, MG Road)

Keyword	Search Intent	Priority
best skin clinic DLF Phase 1 Gurgaon	Transactional	Medium
skin clinic Sector 31 Gurgaon	Navigational	Medium
hair loss treatment Udyog Vihar Gurgaon	Transactional	Low
dermatologist HUDA City Centre area	Navigational	Low

laser hair removal Sector 14 Gurgaon	Transactional	Low
skin specialist South City Gurgaon	Transactional	Low

3.2 Near Me + Modifiers

Core 'Near Me' Variants

Keyword	Search Intent	Priority
skin clinic near me Gurgaon	Local / Mobile	High
dermatologist near me Gurugram	Local / Mobile	High
laser hair removal near me Gurgaon	Transactional	High
PRP hair treatment near me Gurugram	Transactional	High
hair fall specialist near me Gurgaon	Transactional	High
best skin doctor near me in Gurgaon	Transactional	High
hair clinic near me Gurgaon	Local Intent	High
hydra facial near me Gurgaon	Transactional	Medium
weight loss clinic near me Gurgaon	Transactional	Medium
acne treatment near me Gurugram	Transactional	Medium

Open Now / Availability Modifiers

Keyword	Search Intent	Priority
skin clinic open now Gurgaon	Immediate Intent	High
dermatologist open today Gurugram	Immediate Intent	High
hair clinic open now near me	Immediate Intent	High
skin doctor open on Sunday Gurgaon	Availability	Medium
laser clinic open Saturday Gurugram	Availability	Medium
skin treatment walk-in clinic Gurgaon	Immediate Intent	Medium

Urgency / Emergency Modifiers

Keyword	Search Intent	Priority
urgent skin consultation Gurgaon	Emergency Intent	Medium
same day dermatologist appointment Gurugram	Emergency Intent	Medium
skin rash emergency doctor Gurgaon	Emergency Intent	Low
sudden hair fall treatment Gurugram	Emergency Intent	Medium
acne emergency skin doctor near me	Emergency Intent	Low
closest skin specialist Sector 85	Proximity	High

3.3 Hyperlocal Landmark & Micro-Area Marks

Use these in GMB description, posts, Q&A answers, and landing page copy to anchor your clinic to specific landmarks that Gurugram residents navigate by.

Landmarks Near Sector 85 Location

Keyword	Search Intent	Priority
skin clinic near Sapphire 85 Mall Gurgaon	Hyperlocal / Landmark	High
dermatologist near Dwarka Expressway Gurgaon	Hyperlocal	High
hair clinic near Hero Honda Chowk Gurugram	Hyperlocal	High
skin doctor near Raheja Vedanta Sector 108	Hyperlocal	Medium
laser clinic near Ambience Mall Gurgaon	Hyperlocal	Medium
PRP clinic near IMT Manesar Gurgaon	Hyperlocal	Medium
hair treatment near Palam Expressway Gurgaon	Hyperlocal	Low

Sector 51 / Mayfield Garden Location Marks

Keyword	Search Intent	Priority
skin clinic near Gurugram University Sector 51	Hyperlocal	High
dermatologist Mayfield Garden Gurgaon	Hyperlocal	High
hair doctor near Subhash Chowk Gurgaon	Hyperlocal	Medium
laser clinic near Iffco Chowk Gurugram	Hyperlocal	Medium
skin clinic near MG Road Gurgaon	Hyperlocal	Medium

Residential Society Targeting

Keyword	Search Intent	Priority
skin specialist Vatika City Gurgaon residents	Hyperlocal	Medium
dermatologist Nirvana Country Gurgaon	Hyperlocal	Medium
hair clinic Emaar MGF Gurgaon	Hyperlocal	Low
skin doctor DLF Garden City Gurugram	Hyperlocal	Low
PRP clinic Bestech Park View Gurgaon	Hyperlocal	Low
laser hair removal Vipul Greens Gurgaon	Hyperlocal	Low

3.4 Mobile-Specific Queries

These conversational and voice-search queries should be planted directly in the GMB Q&A section, FAQ schema on wellnessstory.in, and in Google Posts. They mirror how mobile users ask questions to Google Assistant and Maps.

Voice / Conversational Queries

Keyword	Search Intent	Priority
which is the best skin clinic in Gurgaon	Voice Search	High
where can I get laser hair removal in Gurugram	Voice Search	High
how much does PRP treatment cost in Gurgaon	Voice / Price Intent	High
who is the best hair doctor in Gurgaon	Voice Search	High
is laser hair removal safe in Gurgaon	Informational	High
what is the cost of GFC treatment in Gurugram	Price Intent	High
where to get hydra facial in Gurgaon	Voice Search	Medium
how to reduce hair fall in Gurgaon	Informational	Medium
GFC vs PRP which is better Gurgaon	Comparison	Medium
Vedic hair treatment near me Gurgaon	Niche Intent	Medium

High-Conversion Mobile CTA Intent

Keyword	Search Intent	Priority
book dermatologist appointment Gurgaon online	CTA / Booking	High
WhatsApp skin clinic Gurgaon appointment	CTA / Booking	High
call dermatologist Gurgaon now	CTA / Immediate	High
online consultation skin doctor Gurugram	CTA / Booking	High
free skin consultation Gurgaon clinic	CTA / Offer	High
laser hair removal cost Gurgaon 2026	Price Research	High
carbon laser facial Gurgaon price	Price Research	Medium
weight loss treatment Gurgaon cost	Price Research	Medium

3.5 Competitor-Oriented Keywords

These keywords target searchers who are actively evaluating your competitors. Use them on dedicated blog/comparison pages and in GMB posts that highlight your differentiators.

Alternative Searches

Keyword	Search Intent	Priority
alternative to Dermatales Clinic Gurgaon	Competitor Alt.	High
AKS Clinic alternative Gurgaon	Competitor Alt.	High
Kaya Clinic alternative Gurugram	Competitor Alt.	High
VLCC alternative skin clinic Gurgaon	Competitor Alt.	High
skin clinic like Kaya in Gurgaon	Competitor Alt.	High
alternative to Oliva clinic Gurgaon	Competitor Alt.	Medium
Dr Anwasha Poddar alternative clinic Gurugram	Competitor Alt.	Medium

VS / Comparison Searches

Keyword	Search Intent	Priority
Wellness Story vs Kaya Clinic Gurgaon	Comparison	High
Wellness Story vs VLCC Gurgaon	Comparison	High
Dermatales vs Wellness Story skin clinic	Comparison	High
skin clinic Sector 85 vs Sector 31 Gurgaon	Comparison	Medium
PRP clinic vs Kaya Gurgaon	Comparison	Medium
GFC vs PRP which clinic Gurgaon	Comparison	Medium

Better Than / Cheaper Than Searches

Keyword	Search Intent	Priority
better than VLCC skin clinic Gurgaon	Price / Quality Comp.	High
cheaper than Kaya laser hair removal Gurgaon	Price Comp.	High
better PRP results than Kaya Gurgaon	Quality Comp.	High
affordable skin clinic better than Kaya Gurugram	Price / Quality	High
laser hair removal cheaper than Dermatales	Price Comp.	Medium
best skin clinic not VLCC Gurgaon	Alternative	Medium

Review-Oriented Searches

Keyword	Search Intent	Priority
Wellness Story Gurgaon reviews	Review Research	High
Wellness Story vs Kaya reviews	Review Comp.	High
Kaya Clinic Gurgaon negative reviews	Competitor Weakness	High
VLCC reviews vs local clinic Gurgaon	Review Comp.	Medium
AKS Clinic vs Wellness Story hair treatment	Review Comp.	Medium
Dermatales Clinic Gurgaon honest review	Review Research	Medium

4. GMB Optimisation Action Plan

Execute these 10 actions in priority order. Actions 1–5 deliver the fastest ranking lift and should be completed within the first 30 days.

#	Action	Timeline	Impact
1	Rename GMB business name — add 'Dermatologist' or 'Skin Clinic' as secondary descriptor. Ideal format: 'The Wellness Story — Skin, Hair & Laser Clinic Gurugram'	Week 1	High
2	Add all 15+ services to GMB with INR price ranges (PRP Rs 3,000–8,000/session, GFC, Laser, Hydra Facial, Carbon Laser, Weight Management). Pricing drives 30–40% higher CTR from map pack.	Week 1–2	High

3	Upload 50+ photos: before/after results (with consent), clinic interior, equipment, team photos, treatments in progress. Target 100+ photos within 60 days.	Week 1–3	High
4	Populate GMB Q&A with 15 pre-seeded questions covering pricing, safety, session count, PCOS hair, laser for Indian skin, male treatments, walk-in availability. Captures voice + mobile queries.	Week 2	High
5	Enable GMB Attributes: 'Women-led', 'Hindi-speaking staff', 'Online appointments', 'Wheelchair accessible', 'Unisex'. These appear in local filter results.	Week 1	Medium
6	Enable Google Messaging + add WhatsApp CTA (9220229223) on GMB. Add booking URL linked to wellnesstory.in appointment page.	Week 2	High
7	Post 2x per week on GMB — alternate between: Offer Posts (seasonal deals), Update Posts (new services), Event Posts (free consultation camps). Include a neighbourhood name in every post.	Ongoing	Medium
8	Expand GMB service areas — explicitly add all Gurugram sectors (1–115), Manesar, Palam Vihar, Dwarka Expressway corridor as service areas for BOTH locations.	Week 1	High
9	Review velocity campaign — target 20 new Google reviews per month. Send post-visit WhatsApp message with direct GMB review link. Respond to every review within 24h mentioning treatment + neighbourhood.	Ongoing	High
10	Build 8 neighbourhood landing pages on wellnesstory.in — one page per zone (Sector 83–86, Manesar, Palam Vihar, Sector 51, Sohna Road, DLF). Each targets zone keywords + embeds GMB map widget.	Month 1–2	High

5. Content & Citation Strategy

5.1 Blog Content — Competitor Comparison Articles

These articles rank fast because they target high-intent, low-competition long-tail terms that chain clinics (Kaya, VLCC) rarely create. Publish on wellnesstory.in/blog.

Blog Article Title	Target Keyword Cluster	Publish By
Wellness Story vs Kaya Clinic Gurgaon — Honest Comparison 2026	Competitor VS	Month 1
Is Laser Hair Removal at VLCC Worth It? What Gurgaon Patients Say	Competitor Alt.	Month 1
PRP vs GFC Hair Treatment — Which Is Cheaper in Gurgaon?	Treatment Comp.	Month 1
Best Skin Clinics in Sector 85 Gurgaon — 2026 Guide	Neighbourhood	Month 1

Why Gurgaon Residents Are Choosing Boutique Clinics Over Kaya & VLCC	Better Than	Month 2
Hair Transplant vs PRP: Which Should You Choose in Gurugram?	Comp. vs AKS	Month 2
Laser Hair Removal for Indian Skin: What Gurgaon Clinics Won't Tell You	Educational	Month 2
Complete Guide to Skin Care Clinics Near Dwarka Expressway 2026	Neighbourhood	Month 2

5.2 Directory & Citation Building Priority

Directory / Platform	Action Required	Priority
Practo	Add all services, enable appointment booking, respond to reviews	Immediate
Justdial	Verify listing, add 20+ photos, enable call tracking	Immediate
Lybrate	Create doctor profiles for each treating physician	Month 1
1mg Health	List clinic under skin & hair specialists	Month 1
Sulekha	Add verified business listing with photos	Month 1
Magicpin	Optimise existing listing, add offers	Month 1
Netmeds Health Directory	Add dermatology & wellness listing	Month 2
Bing Places	Mirror GMB — claim and verify Bing listing	Month 1
Apple Maps Connect	Claim listing for iPhone / Siri searches	Month 1
Facebook Business Page	Sync NAP with GMB, add services	Month 1

6. 90-Day Milestone Roadmap

Month 1 — Foundation (Days 1–30)

GMB Fixes

- Rename GMB business name (add dermatologist/skin clinic keyword)
- Add all 15+ services with INR pricing to both GMB profiles
- Upload 50+ photos across both locations
- Populate Q&A section with 15 planted questions & answers
- Enable all GMB Attributes (women-led, Hindi-speaking, online booking)
- Expand service areas to cover all Gurugram sectors + Manesar
- Enable Google Messaging + add WhatsApp number

- Claim Bing Places, Apple Maps, update Facebook business page

Content & Outreach

- Publish 2 competitor comparison blog articles
- Start GMB posting schedule (2 posts/week)
- Verify & optimise Practo and Justdial listings
- Set up post-visit WhatsApp review request flow
- Target: +20 new Google reviews

Month 2 — Expansion (Days 31–60)

Neighbourhood Landing Pages

- Launch 4 neighbourhood landing pages on wellnesstory.in
 - Sector 83–86 (Dwarka Expressway / New Gurgaon)
 - Manesar & Sector 88–90
 - Sector 51 / Mayfield Garden
 - Sohna Road / Golf Course Extension
- Each page: 800+ words, GMB embed, service list, local testimonials

Content & Reviews

- Publish 4 more blog articles (treatment comparisons + neighbourhood guides)
- Add FAQ schema markup to all service pages
- Complete Lybrate, 1mg, Sulekha, Magicpin listings
- Target: +20 more Google reviews (cumulative 40)
- Run first 'free consultation camp' GMB event post

Month 3 — Domination (Days 61–90)

Authority & Reach

- Launch 4 more neighbourhood pages (DLF, Sector 31 zone, Palam Vihar, Central Gurgaon)
- Build 5+ local backlinks via Gurugram business directories & local news
- Launch seasonal GMB offer campaign (e.g. monsoon skin / summer laser deals)
- Doctor-level Google Knowledge Panel optimisation for treating physicians
- Begin Google Ads Local campaign layered on top of organic GMB

90-Day KPI	Target	How to Measure
New Google Reviews	+60 total	GMB Insights
GMB Photos	100+ per location	GMB Photo Count
Neighbourhood Pages Live	8 pages	Website CMS
GMB Posts Published	24 posts	GMB Post History

Blog Articles Live	8 articles	WordPress / CMS
Directory Citations	12+ live	Citation Tracker
Local Pack Appearances	+40% impressions	GMB Search Insights
Monthly Calls from GMB	+30% vs baseline	GMB Call Insights

Strategic Summary

The Wellness Story has a strong 4.7-star foundation and a genuine multi-service advantage that competitors cannot easily replicate. The two-location footprint is your biggest structural asset — it must be fully activated with independent GMB optimisation per location.

Your competitor gap: Dermatales is a single-location clinic, AKS Clinic targets expensive surgical audiences, and Dr. Anwasha Poddar is a solo practitioner. You are the only player with multi-location + multi-vertical + salon positioning.

Execute the GMB fixes in Month 1, neighbourhood pages in Month 2, and by Month 3 you will be capturing searches across all of Gurugram at every stage of the patient journey — from discovery to booking.

Prepared by Senior SEO Specialist | May 2026 | For internal use only