Light DIGITAL

lightdigital.ae

How AI Search can 3x your *Online Sales in 90 days*

FREE GUIDE

Hello There!

I'm Varuna Mehta, Founder and CEO of Light Digital. I help CEOs of eCommerce health and wellness brands increase their direct website sales through strategic AI SEO and conversion-focused content.

My mission is to help these brands grow their visibility, stop bleeding money on ads, reduce reliance on third-party marketplaces, and scale profitably across borders.

VARUNA MEHTA

Why Traditional Sales Strategies Don't Work Anymore

The old customer journey:

Customer needs protein → Googles "best protein powder" → Clicks through 10 websites → Maybe buys

The new customer journey:

Customer needs protein → Asks AI "what's the best protein for muscle building?" → AI recommends 1-2 brands → Customer buys immediately

The difference:

AI gives recommendations, not options. Be the recommendation, or lose the sale.

☞ 4 Steps to Get AI Recommendations

Here is a checklist of exactly what you need to do over the next few weeks to make it to the top of AI search.

Step 1: Become AI's Trusted Source (Week 1-2)

Be Crystal Clear About What You Do. On your website, say exactly what you sell:

❌ "Premium wellness solutions"

✅ "Protein powder for muscle building - delivered in Dubai"

❌ "Professional services"

✅ "iPhone screen repair in 30 minutes"

Goal:

Get AI tools to recognize you as the expert in your field

✓ **Authority Building Actions:**

- Create detailed "about" pages explaining your expertise
- Add customer reviews with specific results to your website
- Write helpful articles answering common customer questionsInclude your credentials, years in business, or certifications
- Share real success stories from satisfied customers

Sales Impact:

When AI trusts you, it recommends you first.

Step 2: Optimize for Purchase Intent (Week 3-4)

Goal: Capture people when they're ready to buy

✓ **Purchase-Ready Content**:

- "Best [product] for [specific need]" pages
- Comparison guides showing why you're the better choice
- Clear pricing and package information
- "Buy now" buttons that actually work on mobile
- Simple checkout process (fewer steps = more sales)

Sales Impact:
People find you exactly when they want to purchase.

Step 3: Local Sales Domination (Week 5-6)

Goal: Own your local market through AI recommendations

✓ **Local Sales Optimization:**

- "Near me" content for local searches
- Local customer testimonials and case studies
- Delivery or service area clearly stated
- Local phone numbers and addresses visible
- Community involvement and local partnerships mentioned

Sales Impact:
AI recommends local businesses first for nearby customers.

Step 4: Sales Funnel Automation (Week 7-8)

Goal: Turn AI-driven traffic into automatic sales

✓ **Conversion Automation**:

- Email capture with valuable free resources
- Follow-up email sequences that educate and sell
- Retargeting systems for visitors who didn't buy
- Customer success stories shared regularly
- Upsell and cross-sell recommendations

Sales Impact:
One AI recommendation can generate months of revenue.

☞ *What's Next?*

This covers the foundation. Advanced AI sales optimization includes conversion tracking, automated follow-up systems, and competitor analysis.

Want AI to recommend your business first?

Book a free 30-minute website review where we'll:

- Analyze your current pages for conversion killers
- Show you exactly what's costing you sales
- Create a custom improvement plan
- Give you the framework we use for 3x results

Book Your Free Content Strategy Session →

Light DIGITAL

Let's Talk!

We help businesses get discovered and recommended by AI & Google.

Book a free discovery call and map out the strategy your site needs.

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