



**dosha guru**<sup>tm</sup>

Know your body... know your health

# Partner Guide

## 2012 - 2013

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## About Dosha Guru



## Introduce your visitors to Ayurveda with a fun interactive Dosha Quiz... hosted on your website.

With Ayurveda growing in popularity, we invite you to share an interactive introduction to Ayurveda with your website traffic.

A key part of web marketing is building trust and the best way to do this is to offer or give something of value.

Based on the premise of "giving," Dosha Guru has built a fun interactive Dosha Quiz that provides users with a complete introduction to Ayurveda, from the perspective of their own ayurvedic constitution.

At the end of the quiz users can access a free personalized e-book with knowledge and lifestyle tips tailored to *their* quiz results.

Because of our personal, "self-referral" approach to introducing ayurveda, we have received an overwhelming amount of feedback praising both the quiz and the e-book for being so "personal", accurate, fun, and easy to understand.

## FAQs

### Is there a cost for me to have the quiz on my website?

No. We are offering you the quiz for free. And it is free for your users.

### Why are we doing it for free?

We want to build a large online Ayurvedic community. Our longer term goal is to connect users with Ayurvedic practitioners and products according to their needs, and at that point earn a commission as a marketing company.

## Know Your Self

Learn about your body, mind, and emotions through the ancient practice of Ayurveda. Take our fun 5-minute quiz to gain profound insight into your own mind-body type (dosha type).

At the end of the quiz you will receive a complete report with lifestyle tips for improving your emotional and physical health.

This time-tested knowledge gives you the ability to understand yourself, not just why you do certain things, but how your character and personality affect your health, wealth, and happiness.

## Users receive a FREE personalized e-Book

After taking the dosha quiz, users can enter their email to receive a free e-Book tailored to their own quiz results. This e-book contains a detailed analysis of their score and what it means. There are recipes and lifestyle tips for balancing their unique dosha combination.

## Partnership Opportunities

### Add the Dosha Quiz to your website

Adding the Dosha Guru Dosha Quiz to your site is very simple and 100% free. A great way to offer your traffic engaging and valuable knowledge at no cost!!

### 3 Reasons to use our Dosha Quiz

#### 1 Lower bounce rates, increased length of visit.

The quiz is interactive and personal, so it naturally engages users. Our case studies have shown a reduced bounce rate, and an increased length of visit after introducing the quiz. Both bounce rate and length of visit are carefully monitored by Google and help it to determine the quality of a website. So the quiz may indirectly help in your "search engine optimization" efforts.

#### 2 Building Trust = More Conversions

Studies with sites who have used our quiz, have shown that because users are engaged for longer, they are more likely to contact, purchase, or engage in their services.

#### 3 Added Credibility

The Dosha Guru team has the highest credentials available in the world of Ayurveda. The knowledge shared in the quiz is not only authentic ayurveda, it is also delivered in a fun personal manner. Our Dosha Guru quiz continues to receive praise from experts and users alike, and has already built a loyal following of users. By adding the quiz to your site, you share in our success and associate your brand with authentic ayurvedic knowledge.

#### For Websites with High Traffic Volume:

For websites that drive more than 1,000 quiz users each month we offer the following additional benefits:

#### Sponsored weekly Lifestyle Tips sent to your users

We send out weekly Ayurvedic Lifestyle tips via email and will place a banner indicating that the knowledge is being offered is compliments of your business.

#### Traffic Analytics

We'll share with you insights into your user base including how many people took the quiz, finished the quiz, user demographics, etc.

#### Customized Versions of the Quiz:

For businesses that would like a version of the quiz which is specifically tailored for their business and product line, send an email for more information to:

[reports@doshaguru.com](mailto:reports@doshaguru.com)



## Meet our Dosha Guru Team



### **Dr. Suhas G. Kshirsagar BAMS, MD (Ayu. India)**

Dr. Suhas Kshirsagar is a classically trained Ayurvedic physician and gold medalist from prestigious Pune University. He is a Rig Vedic Bramhin by tradition, an accomplished Clinician, a successful developer of Ayurveda products, an experienced teacher of Ayurvedic knowledge, and a highly insightful Medical Astrologer and Vedic Counselor. His extensive experience of all aspects of Ayurveda adds tremendous value to the Dosha Guru team.



### **Dr. Robert Keith Wallace**

Dr. Wallace is a pioneering researcher in the field of mind-body medicine. His seminal papers, published in Science, the American Journal of Physiology, and Scientific American, were the first studies the Transcendental Meditation technique. Dr. Wallace was the founding President of Maharishi Ayurveda Corporation of America, which established the first Maharishi Ayurveda Panchakarma Clinics throughout the U.S. and is currently helping train Maharishi Ayurvedic health professionals and wellness consultants at Maharishi University of Management, Fairfield, IA.



### **Deacon Carpenter**

Deacon is an Ayurvedic Doctor who is based in Northern California and works with patients all over the world. Deacon specializes in making Ayurveda personal. Much of the "wit" in the quiz and in our weekly ayurveda tips can be credited to Deacon and he has gathered a significant fan base that eagerly await his emails. He is also the founder of Veda Bars, a fully organic Ayurveda energy bar.



### **Ted Wallace**

The formation of the Dosha Guru team is credited to Ted Wallace. As former president of Maharishi Ayurveda Products International, one of the largest Ayurvedic herbal supplement companies, Ted provides Dosha Guru with invaluable business guidance and market experience.



### **David Sinton**

David is the President and CEO of Vedalytics, the company responsible for creating Dosha Guru. He has a strong background in web marketing and developing new web technologies. The original concept of using a quiz with a tailored e-book download is David's inspiration. He has been the project manager in the development and promotion of the dosha quiz.

## INSTALLATION INSTRUCTIONS:

### Step 1: Create a new page.

For example, you can create a new page like:  
[www.yourwebsite.com/DoshaQuiz.html](http://www.yourwebsite.com/DoshaQuiz.html)

It is important that you leave your logo, navigation, and general design theme in there so that users still know that they are on your website. The easiest way to do this is probably to copy an existing content page, rename it, and then remove all the content leaving just the navigation and logo.

### Step 2: Add the Code for placing the Quiz.

On your new page, where you would normally place your content, instead copy and paste the following code:

```
<!-- START DOSHA QUIZ -->  
<iframe src="http://doshaguru.com/doshaquiz"  
style="width: 800px; height: 1300px; margin-top:6px;"  
frameborder="0"></iframe>  
<p>  
Powered by  
<a href="http://www.doshaguru.com">Dosha Guru -  
Ayurveda Dosha Quiz</a></p>  
<!-- END DOSHA QUIZ -->
```

NOTE: If you are familiar with HTML, you can edit the height, width and margin in the code above to fit your site. However it is imperative that you leave at least 750px of width so that users do not have to scroll horizontally to read the content.

### Step 3: Promote the Quiz on your site

While we recommend that you add the quiz to your menu so that your users can easily find it, you may also wish to create a banner for your home page, or place text links within your content linking to your new Dosha Quiz page.

If you are unsure, take a look at some other sites that are currently using the quiz to see how they are promoting it. A list of example sites are listed on the right.

If you have trouble with installing the quiz, please email us at:  
[reports@doshaguru.com](mailto:reports@doshaguru.com)

### Examples of Sites Using Dosha Guru

Below are a few sites currently using the Dosha Quiz. This list might be useful for you to see how they are promoting the quiz so that you can do something similar:

#### The Raj [www.theraj.com](http://www.theraj.com)

They use a banner on the home page as well placing the quiz on their submenu within the site.

#### Maharishi University of Management [elearning.mum.edu](http://elearning.mum.edu)

This university website has promoted the quiz using banners on course pages relevant to Ayurveda. Users can take the quiz without leaving the MUM website.

#### Laurina Carroll Ayurveda Consultant

Laurina uses a home page banner, text links, and has added the quiz to her menu system.

## Case Studies & Testimonials

### What is the effect of adding the Quiz

As a marketing company, we have always been confident that the dosha quiz would be a marketing gem because it offers such valuable knowledge and because it engages web traffic in a unique way. However, being confident and having the numbers to prove it, are two very different things. So we did research with some of the first sites that agreed to host the Dosha Quiz and discovered some impressive results.

### Before Adding the Quiz

The stats below are for an Ayurvedic Practitioner who uses a website to share Ayurvedic Knowledge and recruit new patients.

**Average length of visit: 2 min and 32 seconds**

**Average pages per visit: 4.63**

**Bounce Rate: 48%**

### After Adding the Quiz

After adding the Dosha Quiz we didn't hear much or expect much, since we were just getting started. But after only a month we received feedback that patient consultation requests had increased. We asked if we could check the traffic stats for this site and found the following results:

**Average length of visit: 5 min and 11 seconds**

**Average pages per visit: 8.45**

**Bounce Rate: 32%**

### Conclusion

Pointing users to engage in the Dosha Quiz had a dramatic impact on the average length and depth of visit, but also reduced the bounce rate (% of people that leave without visiting more than 1 page). Because taking the quiz only counts as 1 page view, the large increase in pages per visit appears to indicate that quiz users were more likely to dig deeper into the rest of the website.

### Feedback from a few of our Quiz Users

*"I just retook the quiz... I think you hit the mark on everything. I am imbalanced and I like your suggestion and tips. I have wanted to try this program for years. Thank you for the quiz and help. Looking forward to all you have to offer."*

*"I wanted to let you guys know that I think your dosha quiz is just brilliant and the guidelines given have been very helpful. I love the fact that everything is given a bit tongue in cheek and with a bit of humor to it. It is easy to read and very user friendly. The dosha quiz is simple and not too strenuous to take.*

*Am loving the emails. also the fact that you can actually retake the quiz with your same email address is really versatile! great work."*

*"I found the quiz easy to take and the report to be very accurate. Thank you! This will help me better understand how I am feeling and what is going on inside of myself. I very much appreciate your time in sending the lifestyle tips. Thank you very much!"*