

CASE STUDY

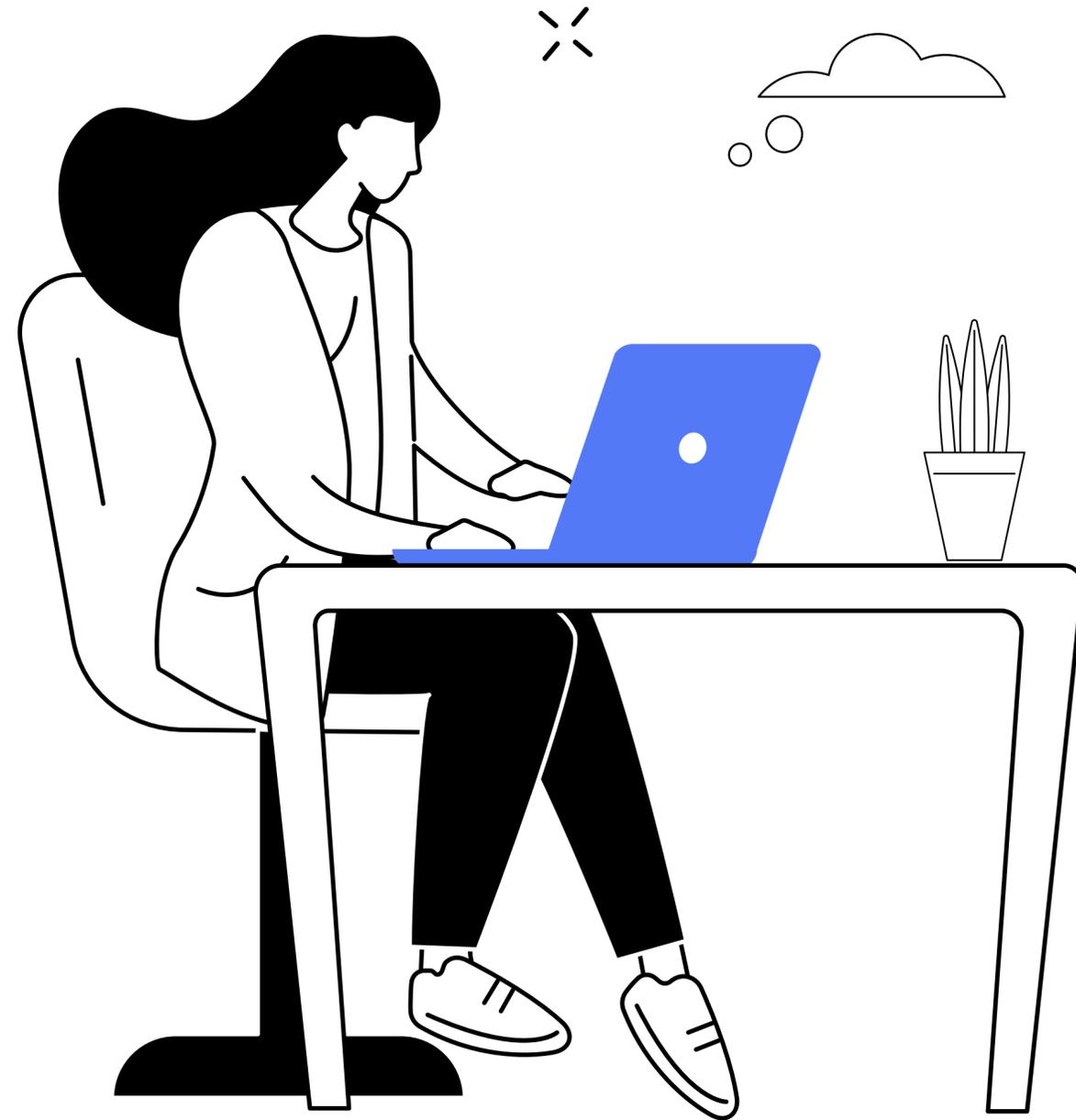


Digital Marketing

Redefin Your Marketing
Strategy

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SEO

CASE STUDY NO:

6

Category: **Education**

Location: **UAE**

Business Background:

Girls' International School in the UAE

Market Competitors:

All international schools operating in the UAE



Project Goal:

Boost website traffic and ensure the site's continued visibility in search engine results.



Strategy:

- Effective organic SEO
- SEO link building
- Local search optimization
- Enhance backlink quality
- On-page SEO keyword rankings



Results:

After six months of implementing the SEO strategy, the client reported the following outcomes based on the organic results.

Before

| Google Analytics Home | | | |
|-----------------------|----------|-------------|------------------|
| Users | Sessions | Bounce Rate | Session Duration |
| 781 | 943 | 74.66% | 1m 02s |

After

| Google Analytics Home | | | |
|-----------------------|----------|-------------|------------------|
| Users | Sessions | Bounce Rate | Session Duration |
| 8K | 10K | 72.18% | 0m 45s |

Learnings:

Prepare for future developments and execute effective strategies with the help of link building. Building one-way hyperlinks to the website will enhance search engine visibility and help achieve the desired goals.



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THANK YOU

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