

CASE STUDY



# Digital Marketing

Redefin Your Marketing  
Strategy

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# SEO

CASE STUDY NO:

7

Category: **Education**

Location: **UAE**

## **Business Background:**

International kindergarten in the UAE

## **Market Competitors:**

All International kindergarten operating in the UAE



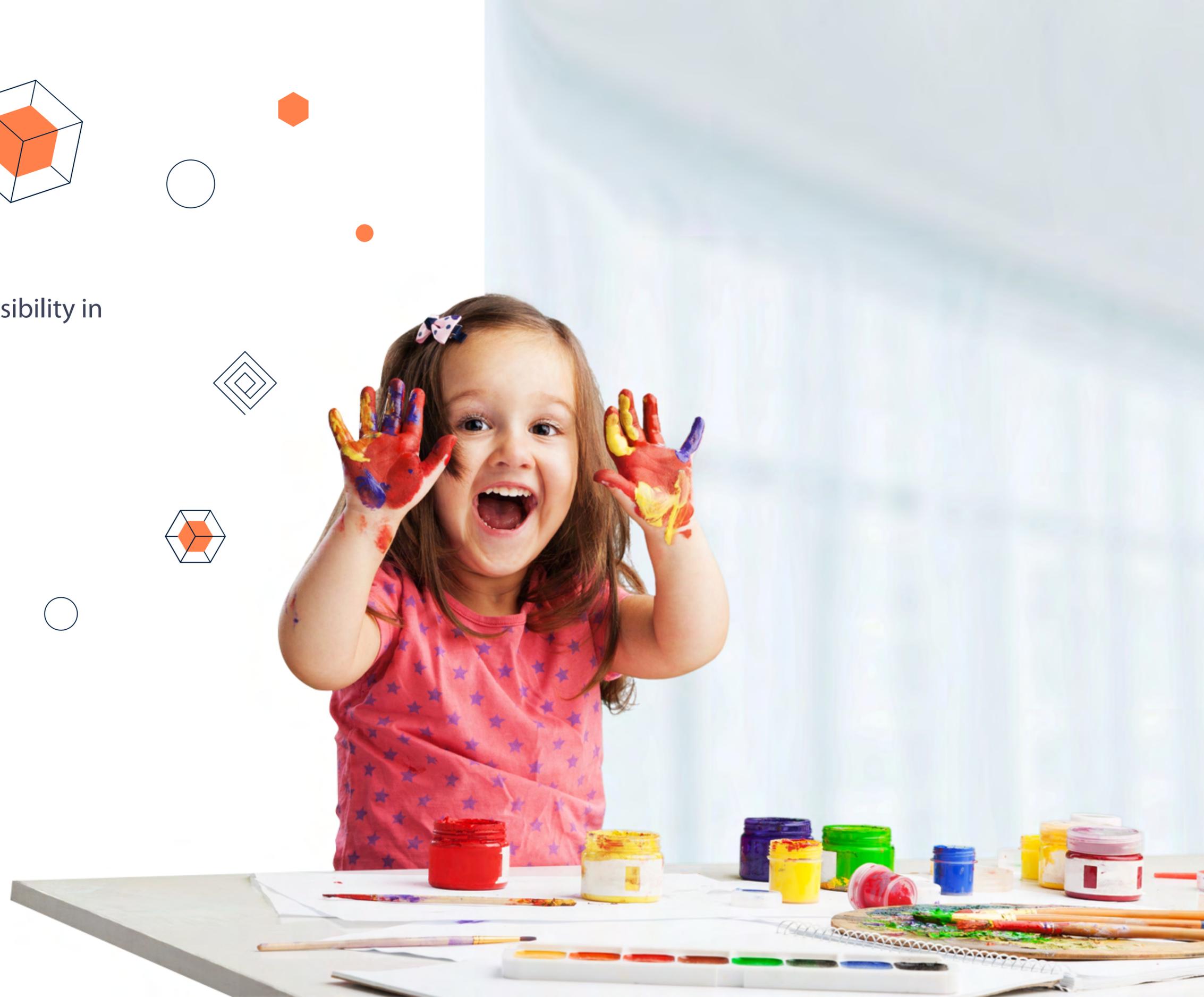
## Project Goal:

Boost website traffic and sustain its 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

Users	New users	Average engagement time
659	607	1m 19s

### After

Users	New users	Average engagement time
2.2K	2.1K	1m 07s

## Learnings:

Prepare for future developments and apply effective strategies now with the aid of link building. Creating one-way backlinks to the website will help achieve better search engine visibility.



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THANK YOU

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