

CASE STUDY

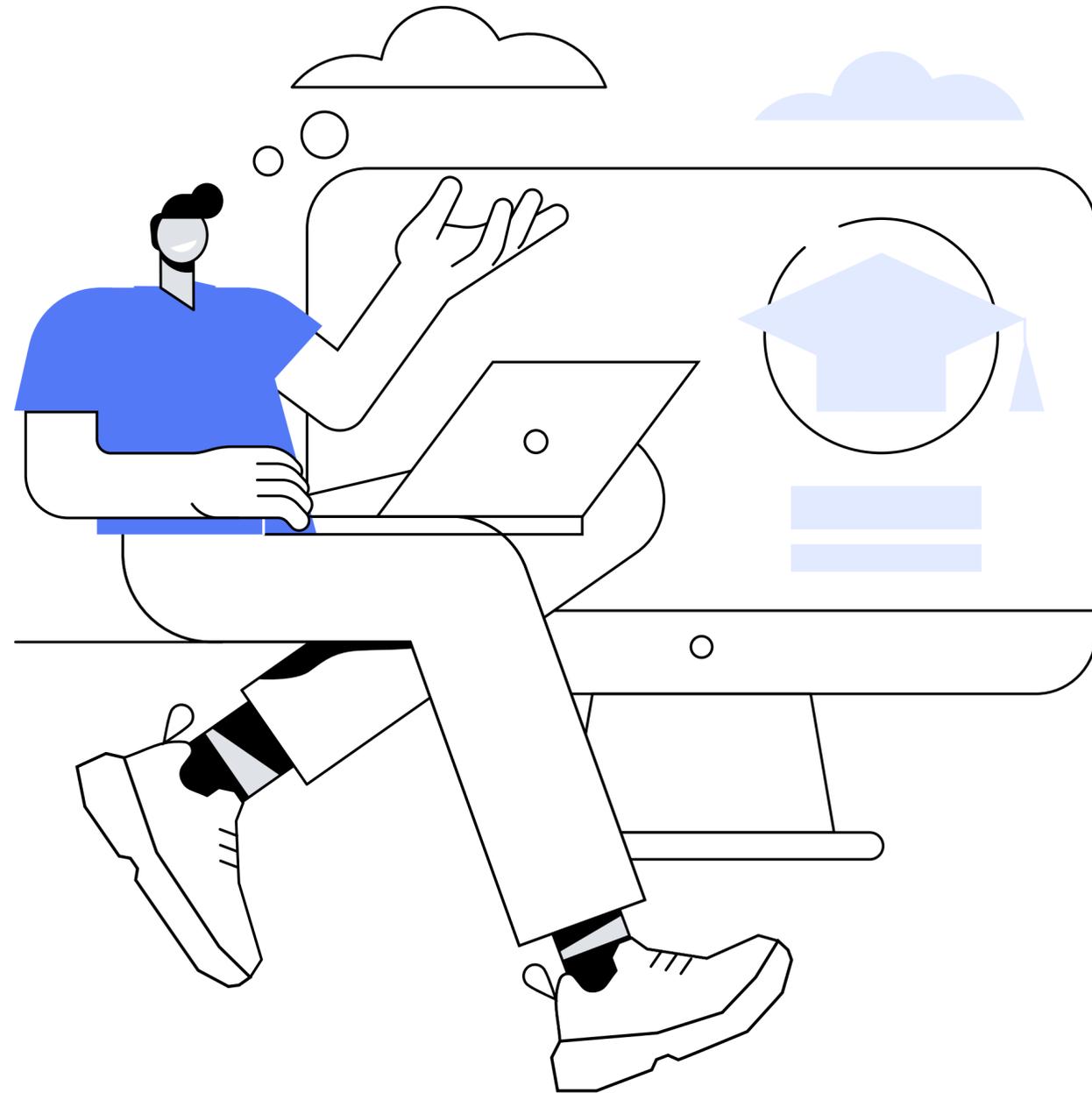


# Digital Marketing

Redefin Your Marketing  
Strategy

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# SEO

CASE STUDY NO:

8

Category: **Education**  
Location: **Abu Dhabi**

## **Business Background:**

American International School in Abu Dhabi

## **Market Competitors:**

All American International Schools located in Abu Dhabi



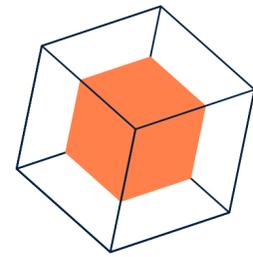
## Project Goal:

Drive more traffic to the website and ensure its continued presence in search engine results.



## Strategy:

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



# 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
417	316	2m 12s

## After

Users	New users	Average engagement time
4.2K	4.4K	2m 29s

# Learnings:

Prepare for future trends and apply current successful strategies with link building. Establishing one-way backlinks to the website will help enhance search engine visibility.



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THANK YOU

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