

CASE STUDY



Digital Marketing

Redefin Your Marketing
Strategy

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SEO

CASE STUDY NO:

9

Category: **Education**

Location: **Al Mushrif**

Business Background:

International school located in Al Mushrif

Market Competitors:

All international schools in Al Mushrif



Project Goal:

Boost website traffic and keep the site visible 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

Google Analytics Home			
Users	Sessions	Bounce Rate	Session Duration
420	476	76.18%	1m 18s

After

Google Analytics Home			
Users	Sessions	Bounce Rate	Session Duration
5.5K	6.4K	81.18%	0m 47s

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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