

CASE STUDY



Digital Marketing

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SEO

CASE STUDY NO:

6

Category: **Education**

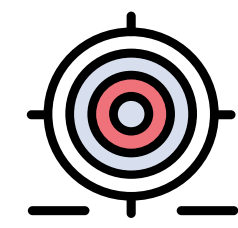
Location: **UAE**

Business Background:

Girls' International School in the UAE

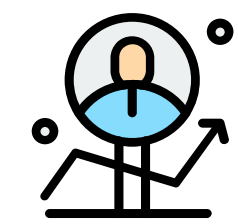
Market Competitors:

All international schools operating in the UAE



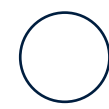
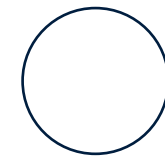
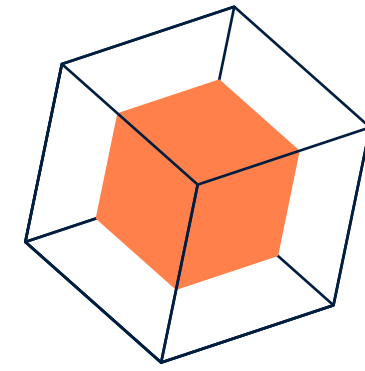
Project Goal:

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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