

CASE STUDY

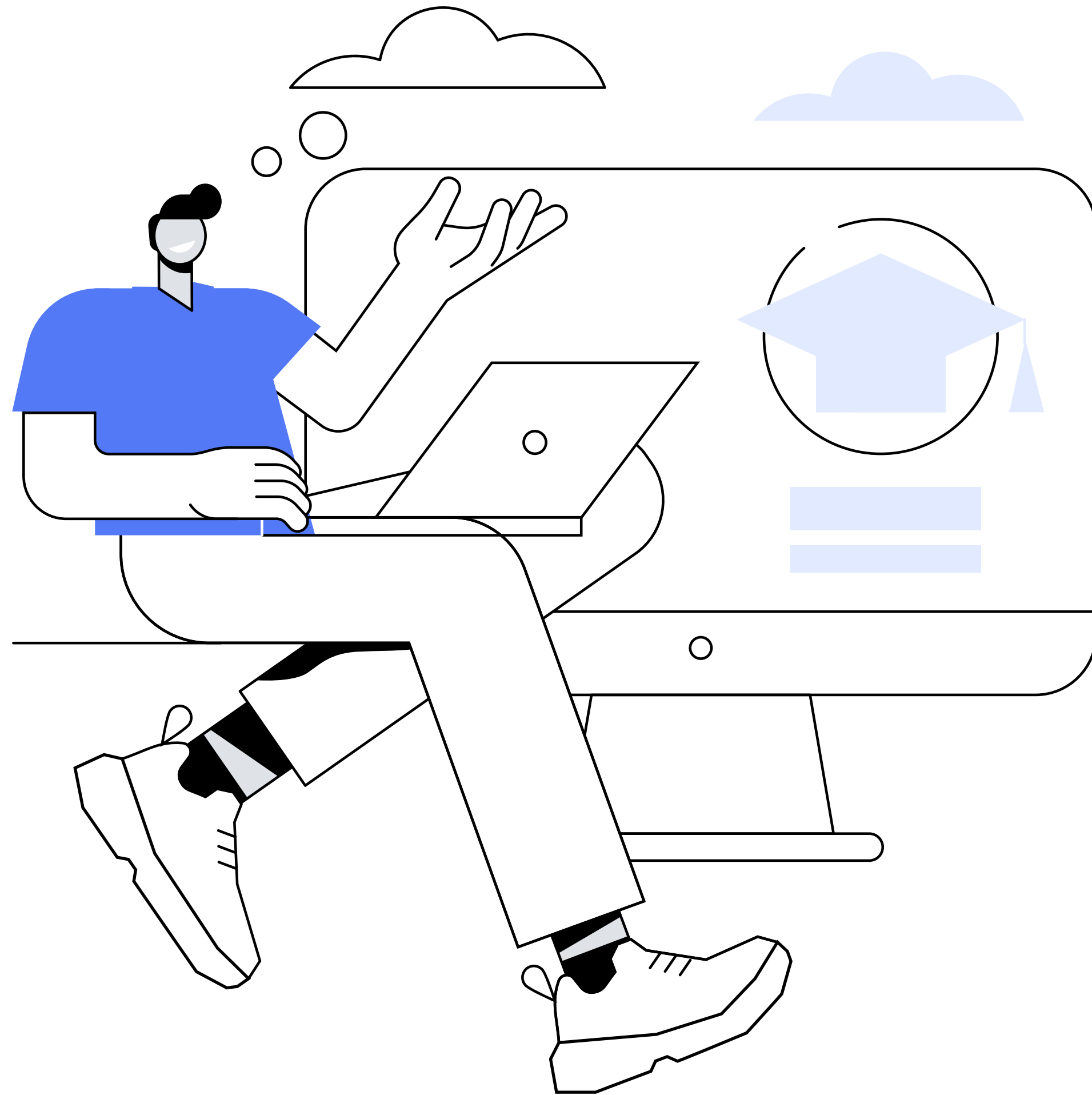


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SEO

CASE STUDY NO:

8

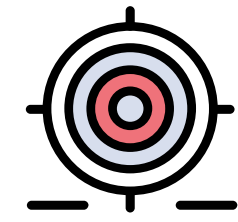
Category: **Education**
Location: **Abu Dhabi**

Business Background:

American International School in Abu Dhabi

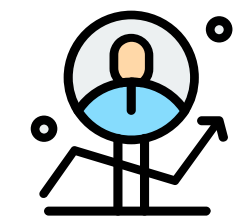
Market Competitors:

All American International Schools located in Abu Dhabi



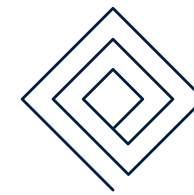
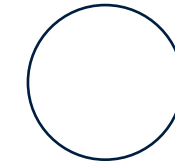
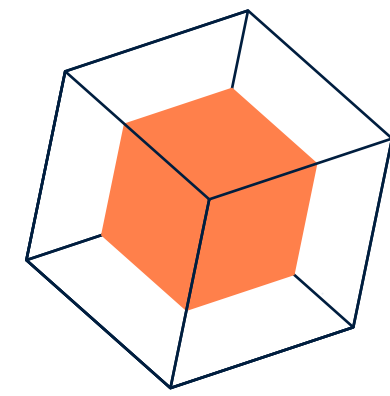
Project Goal:

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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