



**STARTUP &  
MARKETING**

## SEO Case Study

### **Increase Traffic, Leads and Google SERP Ranking Through SEO**

#### **The Client**

The Client runs a well-known HSE consultancy in the United Arab Emirates (UAE), offering organizational Health and Safety expertise, workplace HSE system development and monitoring, safety reviews and auditing, as well as HSE outsourcing services.

Despite providing some of the best Health and Safety solutions on the market, the Client was not able to generate enough traffic and leads month-on-month through their digital channels. They had a well-designed and interactive website, with a wealth of resources about HSE policies and best practices, yet they couldn't rank high on search engine result pages (SERPs).

Startup-n-Marketing (SnM) was contracted to leverage innovative SEO strategies and oversee a transformative turnaround for the Client, and that's what we did.

#### **The Goal**

The client wanted to apply Search Engine Optimization methods to rank higher on Google SERPs, thereby improving traffic and leads. They hired Startup-n-marketing to get the job done.



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## **The Strategy**

The SnM team first worked with the Client to understand the key barriers. This was done by analyzing and auditing their website to confirm what worked well and what didn't.

Here are some tasks that we completed during the website analysis process:

- SEO Audit
- Penalty Analysis
- Content Analysis & Fix
- Backlinks Analysis & Fix
- On-Page Errors Fixing
- Meta Tags Optimization
- URL Optimization
- Monthly Link Building

After the analysis, our SEO specialists proceeded with the website optimization process. Below, we highlight how effective our strategies were and the results we got for the Client.



## Results

### Increase in Leads, Traffic, and Google & Bing Ranking

KEYWORD	GOOGLE ▲	BING
☆ hse consultant dubai	1 <sup>st</sup>	6 <sup>th</sup>
☆ hse outsourcing	1 <sup>st</sup>	1 <sup>st</sup>
☆ health and safety long term outsourcing	1 <sup>st</sup>	1 <sup>st</sup>
☆ oshad approved hse consultant	1 <sup>st</sup>	2 <sup>nd</sup>
☆ health and safety consultant uae	2 <sup>nd</sup>	9 <sup>th</sup>
☆ hse consultant abu dhabi	2 <sup>nd</sup>	1 <sup>st</sup>
☆ hse consultant uae	2 <sup>nd</sup>	7 <sup>th</sup>
☆ hse policies and procedures uae	2 <sup>nd</sup>	5 <sup>th</sup>
☆ hse gap analysis abu dhabi	2 <sup>nd</sup>	2 <sup>nd</sup>
☆ health & safety risk assessments uae	2 <sup>nd</sup>	2 <sup>nd</sup>
☆ health & safety risk assessments abu dhabi	2 <sup>nd</sup>	1 <sup>st</sup>
☆ safety compliance audit uae	2 <sup>nd</sup>	11 <sup>th</sup>
☆ hse consultancy services	3 <sup>rd</sup>	28 <sup>th</sup>
☆ h&s consultants	3 <sup>rd</sup>	not found
☆ hse consulting services	3 <sup>rd</sup>	not found
☆ safety compliance audit dubai	3 <sup>rd</sup>	8 <sup>th</sup>



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KEYWORD	GOOGLE	BING
☆ health and safety consultant abu dhabi	4 <sup>th</sup>	2 <sup>nd</sup>
☆ health & safety consultancy services	4 <sup>th</sup>	not found
☆ health and safety consultancy service	4 <sup>th</sup>	not found
☆ health and safety consultants	4 <sup>th</sup>	not found
☆ hse consultancy companies	4 <sup>th</sup>	32 <sup>nd</sup>
☆ health and safety outsourcing	4 <sup>th</sup>	not found
☆ oshad consultants	4 <sup>th</sup>	6 <sup>th</sup>
☆ hse gap analysis dubai	4 <sup>th</sup>	1 <sup>st</sup>
☆ health & safety risk assessments dubai	4 <sup>th</sup>	2 <sup>nd</sup>
☆ health and safety consultant dubai	5 <sup>th</sup>	9 <sup>th</sup>
☆ hse consultant	5 <sup>th</sup>	34 <sup>th</sup>
☆ oshad approved health and safety company	5 <sup>th</sup>	3 <sup>rd</sup>
☆ hse gap analysis uae	5 <sup>th</sup>	1 <sup>st</sup>
☆ safety compliance audit abu dhabi	5 <sup>th</sup>	3 <sup>rd</sup>
☆ health & safety consultancy companies uae	6 <sup>th</sup>	9 <sup>th</sup>
☆ oshad abu dhabi consultants	6 <sup>th</sup>	4 <sup>th</sup>
☆ hse management systems uae	6 <sup>th</sup>	19 <sup>th</sup>
☆ oshad abu dhabi management systems	10 <sup>th</sup>	6 <sup>th</sup>



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Startup-n-Marketing improved the ranking of the Client's website on Google SERPs for all their keywords, moving them from **Not in Top 100** to **1<sup>st</sup> page of Google** within 90 days of starting the SEO Campaign. This helped the Client generate more traffic, and subsequently, leads from their website and digital channels.

**Would you like to replicate these results for your business?**