

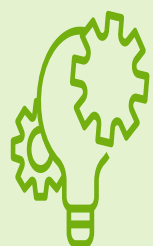
The Client

The Client runs a Barbershop that operates in Dubai, offering Barbering Services including Hair, Beard and Facial Treatments.

SEO Management

Overview

Client's Challenges



Despite providing some of the best Barbering Services, 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 Barbers, yet they couldn't rank high on search engine results pages (SERPs).

We contracted to leverage innovative SEO strategies and oversee a transformative turnaround for the Client, and that's what we did.

Goals

Business Objectives



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

Our Approach

SEO Strategy



We 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.

Outcome

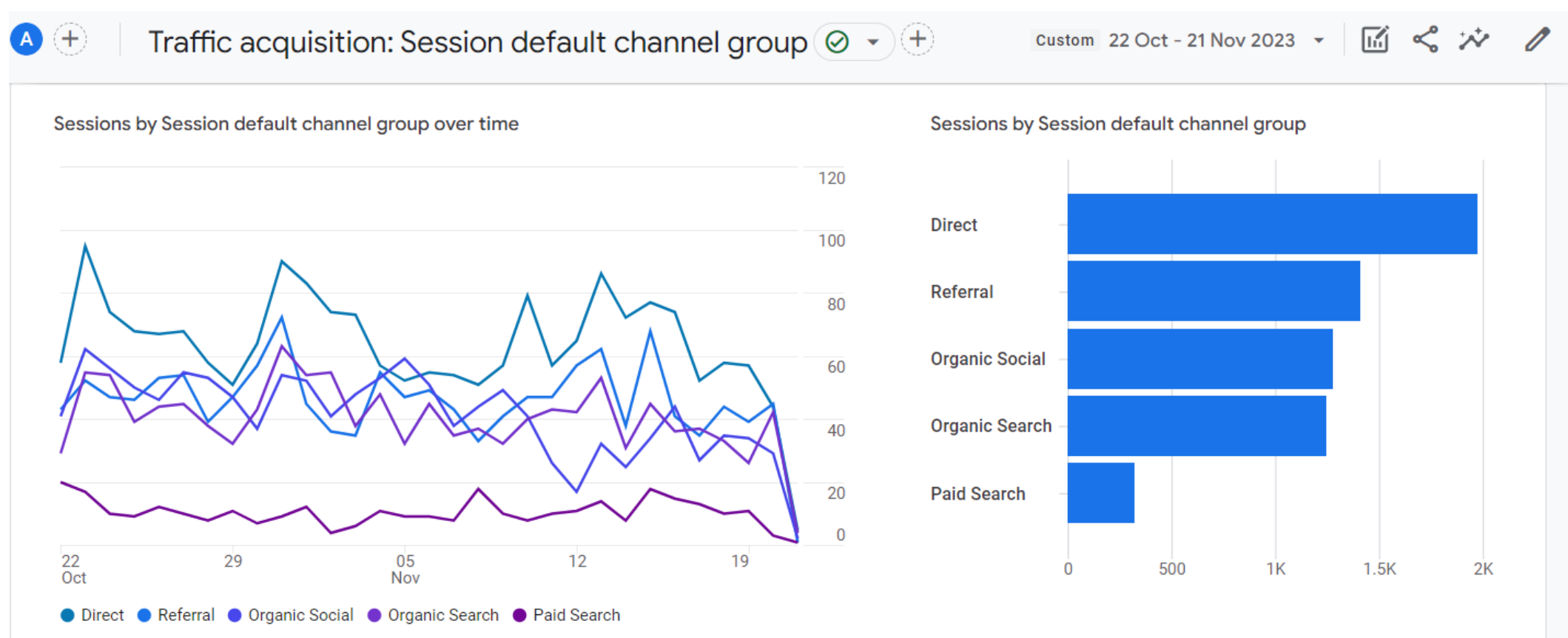
Results from SEO Strategy



We improved the ranking of the Client's website on Google SERPs for all their keywords, moving them from **Not in Top 100 to 1st 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.

Data Comparison

Increase in Traffic, and Google Ranking



Performance on Search results

EXPORT

