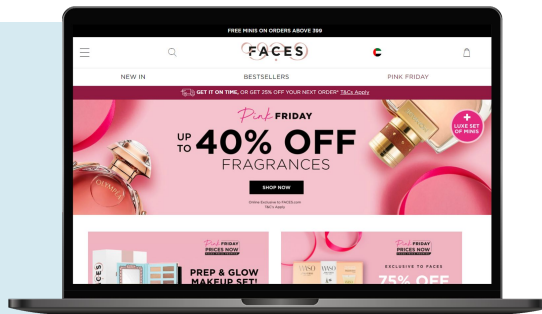


Grew a beauty e-commerce business' monthly organic revenue from AED 202,802 to AED 502,734 in 12-months

Within twelve months, we increased organic traffic to the website by 334%, from 29,778 sessions in August 2020 to 116,658 sessions in August 2021. Improved international targeting aided even more impressive results for Arabic landing pages, which grew 629% from 10,826 sessions in August 2020 to 78,973 sessions in August 2022. The SEO campaign generated AED 5,620,304 in revenue from just AED 154,306 in agency fees - this is a 3,643% return on investment. By August 2022, FACES' made AED 39.10 for every AED 1 invested in SEO, a 3,900% ROI.

How we did it

- Restructured the site from subdomain to country/language sub directories
- Improved search UX of categories
- Link building outreach in Arabic and English
- Meta templates for site-wide optimization



"The growth we have achieved in the past 12 months has been phenomenal. Organic traffic, transactions, and revenue have increased massively."

Faeem Ahmed, Performance Marketing Manager
FACES



The Results



+292%

Growth in organic sessions



+AED 299,932

Increase in monthly revenue



1:39

Return on investment