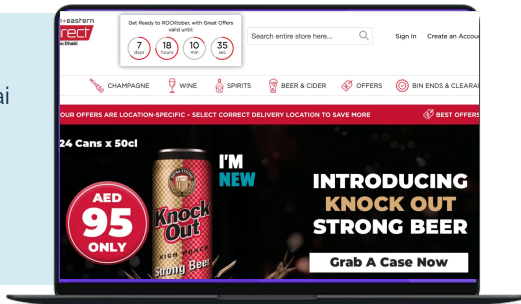


Grew African + Eastern's organic monthly traffic by 163% and delivered an ROI of 1,776%, in 6 months.

Comparing June 22 to December 2022, top-10 ranking organic keywords increased by 182% to 483, and organic sessions grew by 163% from 43,115 sessions in June 2022 to 113,779 users in December 2022. In just 6-months, we increased monthly organic revenue by 50% from AED 995,239 to AED 1,498,273, resulting in an additional AED 881,460 monthly income. Despite technical restrictions and challenging goals, we successfully beat KPIs and generated AED 1,418,417 in revenue after agency fees. This is an excellent 1,776% ROI.

How we did it

- Created a custom strategy for migrating to a new Dubai site without harming existing Abu Dhabi rankings
- Focused on optimizing high-demand product pages
- Re-optimized high volume categories with an eye for seasonality
- Link building via outreach and digital PR



"SEO Sherpa's holistic SEO strategy helped us boost our online visibility and revenue substantially over the course of the campaign. We look forward to working with them to achieve our next set of ambitious targets."

Rahul Sainani, eCommerce Manager, **African + Eastern**



The Results



81% increase
in organic sessions



50% increase
in average monthly organic conversions



121% increase
in top 3 ranking keywords



95% ROI
on their AED 79,856 spend



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