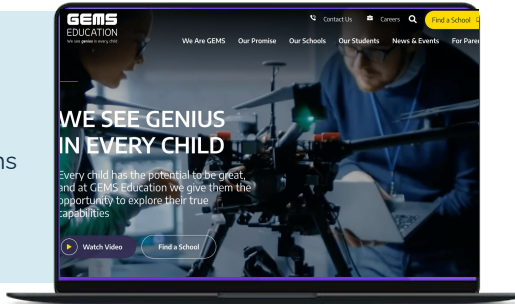


Grew GEMS' organic leads by 121% and their organic traffic by 31%, within 6 months.

With an already strong brand presence in the UAE, our strategy focused on non-branded terms to increase GEMS' organic awareness during the school year. We quickly saw rankings climb, driving a 31% increase in organic sessions. Additionally, we wanted to expand the on-site content and enhance the site's UX to improve engagement. This led to a 1,277% increase in average engagement time for blogs. Overall, the aligned technical, content and UX work on the GEMS site drove a 121% increase in organic leads.

How we did it

- Created detailed, expert guides on a series of topics
- Targeted curriculum-related keywords with high traffic
- Optimized the Contact Admissions page for conversions
- Rebuilt the blog with a focus on optimal visibility, indexability, and performance.
- Link building via outreach and digital PR



"SEO Sherpa helped us to smash our organic lead generation targets and let a very high bar for our continued partnership! Their team has provided excellent insights and recommendations on how to drive non-branded awareness and traffic to the site. We are very pleased to pass our 30% organic growth target, and we look forward to seeing how continued SEO work can broaden the reach of GEMS for the next academic year."

Pablo Arguello, Senior Manager - Digital Development, **GEMS Education**

GEMS EDUCATION

The Results



31% increase
in organic sessions



121% increase
in organic leads



1,277% increase
in average blog engagement time



587% ROI
on their \$35,226 spend

