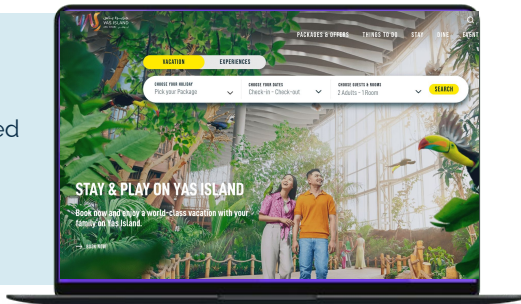


Grew Yas Island's organic revenue and delivered an ROI of 1,269%, within 6 months

Our focus was to increase revenue generated through the site ahead of the summer period and increase the average order value. We utilised technical SEO, content and UX to improve user engagement and awareness of Yas Island's offerings. This led to a 35.43% increase in engaged sessions and 45.11% increase in event count, 11.81% increase in revenue. Overall, our six-month campaign delivered a massive 1,269% ROI for our client.

How we did it

- Created a detailed guide to Jason Mamo'a's itinerary
- Optimised the Kids Go Free campaign page and created content to support it
- Expanded content on luxury hotel pages to increase
- Link building via outreach and digital PR



"SEO Sherpa has been a great partner for us at Yas Island. Their team is diligent, capable, and driven to make their clients succeed. They are also receptive to feedback, which is necessary in an agency partnership. We were impressed with how their work complemented the work of our wider marketing campaigns and drove tangible results on order value and revenue. We are confident that their guidance helped us to hit our targets for the first half of 2023, and we are on track for our annual goals."

Karan Chimnani, Head of E-Commerce and Digital Marketing, **Yas Island**



The Results

↑ 59% increase
in organic sessions

↑ 5.5% increase
in average order value

↑ 11.81% increase
in organic revenue

↑ 1,269% ROI
on their AED 158,511 spend