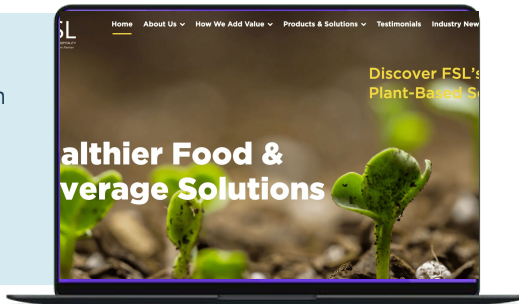


# Grew Food Specialities Limited's organic users by 54% and organic conversions by 24%, in 9 months.

A well-planned strategy, based on data analysis and incorporating SEO and UX best practices, resulted in incremental growth and KPI-beating results. Compared to the start of the campaign, we doubled ranking keywords from 245 to 509, and grew monthly organic sessions 101% from 1,325 to 2,665, leading to a 102% increase in monthly organic conversions from 40 to 102. Despite facing industry and technical challenges, we surpassed all primary KPIs and generated an estimated AED 31 million in revenue for the campaign period.

## How we did it

- Added a 301 re-direction rule to reduce cannibalization
- Used E-E-A-T to highlight FSL's innovations
- Created headlines using Industry News optimization
- Target high-volume plant-based keywords
- Link building via outreach and digital PR



*"We had set ambitious SEO KPIs at the start of this campaign and SEO Sherpa achieved them faster than we hoped. We are now gaining leads at the highest rate we ever had! Thanks to the SEO Sherpa team's dedication and strategic expertise, we were not only able to improve our search engine rankings, but also achieve a higher level of prosperity. Our journey is a testament to the fact that investing in SEO is an investment in the future of your business."*

Dhruv Dhawan, General Manager, **Food Specialities Limited**

## The Results



54% increase  
in organic users



24% increase  
in organic conversions



71% increase  
in organic ranking keywords



101% increase  
in monthly organic sessions