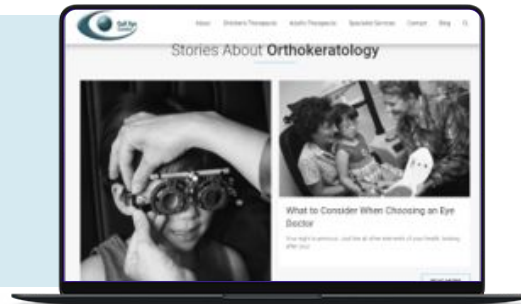


# Leveraging a robust SEO campaign improved lead conversions by 327% and delivered an impressive 1:24 Return on Investment

A failed site redesign opened opportunities for SEO Sherpa to provide Gulf Eye Center with tremendous growth in SEO performance. By the end of the campaign, Gulf Eye Center made around AED 24 in sales for every AED 1 invested in SEO. Organic traffic and leads also saw significant increases. Leads grew by an impressive 326%, while organic site traffic saw a 69% uptick within 12 months. Keyword positions rose considerably, with the clinic's significant specializations ranking number one in organic search results.

## How we did it

- Addressed critical technical SEO factors
- Added strong E-A-T signals to the site
- Restructured site menus to improve the usability
- Developed long-form content with optimized CTAs
- Deployed comprehensive link-building outreach



*"We are now positioned high in search results for our most sought after keywords, and our website visitors and leads are growing."*

Francis Grim, Director  
**Gulf Eye Center**



## The Results

↑ AED 250,800  
revenue from SEO

↑ +46 unique  
referring domains

↑ +69% improvement  
in organic site traffic

↑ +75% increase  
in Share of Voice

↑ +326% boost  
in leads