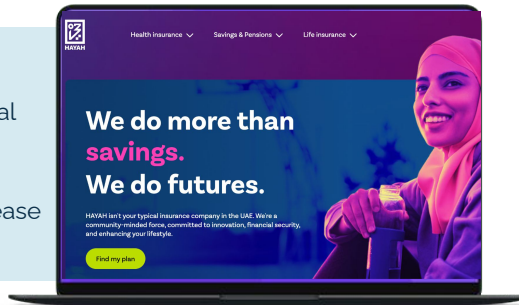


# Grew HAYAH's organic conversions by 2,447% and visibility by 323% within 8 months.

A well-planned strategy built on data analysis, SEO, and UX best practices led to incremental growth and KPI-beating results. Comparing eight months from January 2024 to August 2024 versus the prior period, we improved organic conversions by 620%, resulting in an additional 2,423 conversions. Comparing the same periods the keywords in the top-50 positions increased by 323% from 42 to 178 and organic traffic grew by 50% from 8,749 sessions. Despite technical challenges, we beat all primary KPIs by an average of 212% and turned organic SEO into one of the best lead-driving sources for the company.

## How we did it

- Migrated the website from CSR to SSR, resolving critical SEO issues like missing tags and internal links
- Utilized competitor gap analysis to expand pages.
- Targeted backlinks to their main service pages to increase page rating and rank higher for long-tail terms.



*"We knew that SEO would be a long-term play and matched our expectations accordingly. Suffice to say the results so far have comfortably exceeded those expectations. Seeing our organic conversions increase by 2,662% over 8 months versus the previous period is nothing short of excellent. In fact, organic SEO has now become one of our main revenue-drivers."*

David Howard, Leading Insurance Strategist, **HAYAH**



## The Results



2447% increase  
in organic conversions



323% increase  
in keywords with top 50 ranking



50% increase  
in organic sessions



32,791% ROI  
on their AED 52,314 spend