

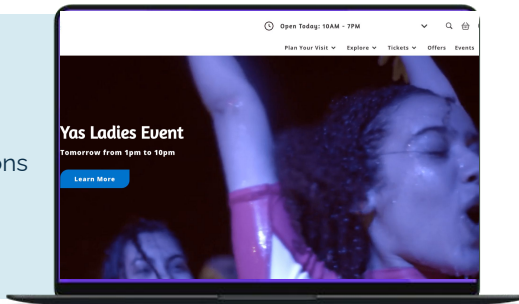
# Grew Yas Waterworld's organic monthly revenue by 92% and delivered an ROI of 10,874%, in 6 months.



Tasked with increasing organic search conversions, traffic and engagement, the campaign aimed to bring users through the whole conversion funnel. Alongside the core target audience of families, we were able to support Yas Waterworld with new audience targeting with the Ladies' Day campaign. This page alone saw a 108.33% increase in clicks, driving six figures of revenue. Overall for Organic Search, we saw a 51.95% increase in traffic, a 91% increase in conversions, a 54.14% increase in engaged sessions, and a huge 10,874% ROI.

## How we did it

- Optimized and created content for the new all day Yas Ladies' Event
- Focused on UX on Tickets page to maximize conversions
- Prioritized crawlability enhancements
- Link building via outreach and digital PR



*"We knew that we were asking a lot out of SEO Sherpa with strong goals for traffic, engagement and conversions. It wasn't an easy task but they delivered on every count and helped us to successfully relaunch our Ladies Day campaign with great success. Their support helped us to achieve our revenue goals for the first half of 2023 and we are in a good position for the second half of the year."*

Khaled Atallah, Marketing Director, **Yas Waterworld**

## The Results

↑ 52% increase  
in organic sessions

↑ 91% increase  
in average monthly organic conversions

↑ 92% increase  
in average monthly organic revenue

↑ 10,874% ROI  
on their AED 86,742 spend