

A person with long dark hair, wearing a dark jacket and pants, is walking away from the camera down a curved hallway. The walls and floor are made of large, dark, square tiles. The hallway is illuminated from above, creating a grid pattern of light and shadow. The image is overlaid with bright yellow and purple geometric shapes. The NEXA logo is in the top right corner.

NEXA

**SEO
CASE STUDIES**

CASE STUDY

Search Engine Optimisation

CLIENT: **AMBASSADOR**
INTERNATIONAL ACADEMY
INSPIRE. INQUIRE. INNOVATE.



SECTOR: EDUCATION

BACKGROUND STORY

Ambassador International Academy is a school that combines both the IB and British Curriculum models to develop globally-minded critical thinkers and innovators who are ready to reshape the world for the better. The school needed to increase their online visibility for the UAE site since it had little SEO activity.

The NEXA team implemented a content strategy, fixed up technical website issues and introduced more keywords to increase trac. We also further improved website performance through robust reporting, helping Ambassador Academy to achieve their goals in a highly competitive market.

OBJECTIVES

Increase organic traffic and improve overall search visibility for the localised UAE site, and improve keyword ranking.

CHALLENGES

- Limited SEO activity conducted previously.
- Diculty targeting high competition keywords.
- Website speed issues.
- Lack of content on website affecting ranking.

SOLUTIONS

- Improving performance through monthly analytics, competitor analysis and reporting.
- Refreshing and adding more keywords to facilitate organic trac.
- Creating blog posts and content strategy with a focus on high-value keywords.
- Facilitating organic trac growth through technical performance and website updates.
- Fixing crawl and indexing issues.
- Backlinking activities to increase website visibility.

RESULTS

34% increase in organic traffic year on year over the first 12 months

36% increase in organic trac for UAE location year on year over the first 12 months

37% increase in users year on year

35% increase in new users year on year over the first 12 months

2,700+ new contacts (enquiries) generated through organic traffic

100+ keywords ranking on first page of Google SERPs

CASE STUDY

Search Engine Optimisation

CLIENT: **CBRE**

SECTOR: REAL ESTATE

BACKGROUND STORY

World renowned real estate broker CBRE's success hinged largely on their ability to form personal, long-term relationships with clients. This proved to be a winning formula as the organisation always managed to sell units and close deals. However, this tried-and-trusted method was slowly losing its effectiveness in the modern day. Without a great deal of marketing experience, CBRE struggled to increase their reach and attract investors in the Middle East. This is where NEXA comes in. Our team devised a digital marketing and lead generation strategy that specifically focused on targeting investors in the region by tailoring all messaging and communication that would appeal to and attract high-net-worth individuals in the Middle East.

This strategy included introducing a CRM system via HubSpot, a landing page for the website, and emails and ad sets with the goal of nurturing leads. As a result, NEXA increased CBRE's organic traffic and improved their overall search visibility of the localised UAE site across the region, with a focus on key service lines and industries. Overall, NEXA did more than just provide CBRE with high-quality leads for their developments - we brought the company into future and equipped them with the necessary digital marketing tools and knowledge to replicate and improve upon their success with other projects.

OBJECTIVES

Increase CBRE's organic traffic and improve the overall search visibility of the localised UAE site across the region, with a focus on key service lines and industries.

CHALLENGES

- Limited SEO activity conducted previously.
- Large number of target keywords due to the numerous client services and industries covered.
- A highly competitive industry with a number of authoritative sites, CBRE needs to compete against these sites for organic ranking and search visibility.
- Poor site and page structure which was not fit to facilitate potential traffic growth.

SOLUTIONS

- Creating a content and blog strategy with article titles that target high-value keywords.
- Optimising all existing and new page content as part of a Search Engine Ownership strategy.
- Backlinking and on-page activity to accelerate article distribution and increase domain and page authority.
- Improving SEO impact and identifying opportunities through monthly analytics, competitor analysis, and reporting.
- Facilitating organic traffic growth through technical performance and website updates.

RESULTS

- 35%** increase in new users from organic traffic over the first 12 months.
- 40%** increase in organic traffic year on year over the first 12 months.
- 30%** increase in average time on page from organic traffic over the first 12 months.
- 15%** increase in page views from organic traffic over the first 12 months.
- 22%** decrease in bounce rate from organic traffic over the first 12 months.
- 75+** keywords ranking in the top 10 on SERPs in the first 12 months.

CASE STUDY

Search Engine Optimisation

CLIENT:  Contractors Direct

SECTOR: INTERIOR DESIGN

BACKGROUND STORY

When first reaching out to NEXA, Contractors.Direct was a fairly new company that needed to build awareness throughout the UAE. The business was looking to operate with a digital-first mindset and thus approached us, a digital marketing agency, to help them achieve this. They had a new website, but were receiving little trac to it, so NEXA set about increasing the organic trac to the site across the UAE, with specific focus on improving keyword rankings to compete with more established websites, as well as other similar third-party ones.

Contractors.Direct also needed to expand their current business opportunities with existing relationships and partnerships. We facilitated this for them by introducing a CRM system via HubSpot that could help them better meet the growth goals they were setting. Put simply, Contractors. Direct wanted to establish themselves and gain awareness as a unique and leading solution within the UAE to a problem within their industry, and with NEXA's strategy, they were able to achieve it.

OBJECTIVES

Increase organic traffic to the new website across the UAE, with a focus on increased keyword rankings to compete with more established websites and other third party websites.

CHALLENGES

- Very little previous SEO activity had been conducted on their newly launched website.
- Highly competitive and diverse industry competing on limited highly searched terms and SEM competition.

SOLUTIONS

- Creating a solid content and blog strategy to target high-value keywords.
- Optimising existing and newly created content as part of a Search Engine Ownership strategy.
- Backlinking and o-page activity to accelerate article distribution and increase domain and page authority.
- Improving SEO impact and identifying opportunities through monthly analytics, competitor analysis, and reporting.
- Facilitating organic trac growth through technical performance and website updates.

RESULTS

60% increase in organic traffic year on year over the first 12 months

35% increase in overall traffic over the first 12 months.

165% increase in domain authority Over the first 12 months

130% increase in blog article SERPs impressions over five months.

30% increase in average session duration over the first 12 months.

50+ keywords ranking in the top 10 on SERPs in the first 12 months.

CASE STUDY

Search Engine Optimisation

CLIENT: **DEA ART**
INTERIOR ARCHITECTS

SECTOR: INTERIOR DESIGN & ARCHITECT

BACKGROUND STORY

Idea Art is an interior architecture company, specialising in home design. They needed to improve their website performance within a competitive space online, with technical issues and lack of content plaguing them.

The goal was simple: to increase organic traffic through ranking keywords. NEXA stepped in to provide the solution for them. We created and updated content, worked on local targeting, and fixed the technical issues to increase the website's domain authority. This resulted in a massive increase in search results and website performance.

OBJECTIVES

Rank keywords and increase organic traffic.

CHALLENGES

- No rankings for generic keywords with high competition.
- Difficulty ranking target keywords due to lack of content.
- Loading, indexing and crawl issues due to the poor technical performance of the website.

SOLUTIONS

- Creating blog posts that target high competition keywords. Updating content on website pages.
- Improving local targeting with Google My Business
- Fixing indexing and crawl issues.
- Backlinking on high domain authority and follow websites.

RESULTS

25% increase in organic traffic year on year over the first 12 months

68%+ of total organic traffic came from GCC nations

22% increase in organic traffic year on year over the first 12 months

75% increase in website clicks

36% reduction in bounce rate

22% increase in impressions

1 million Impressions in the last 16 months

100+ leads generated through organic traffic in six months

35 high competition targeted keywords ranked on page one of Google within three to four months

3 Minutes plus average session duration

CASE STUDY

Search Engine Optimisation

CLIENT: مدرسة اجنايت
Ignite School

SECTOR: EDUCATION

BACKGROUND STORY

Established in 2018, Ignite School is an American curriculum school based in Al Warqa'a 3. The school currently caters for students in kindergarten up to Grade 8 level, with plans to expand up to Grade 12 over the next few years. As an independent school, Ignite had entered into a very competitive market, where other accredited and highly regarded schools had already established themselves throughout Dubai and the greater UAE.

In October 2019, the school director asked the NEXA team to assist with a data-driven approach to acquiring leads. At the time, there were a number of challenges that affected their ability to acquire admissions and retain students, including the impact of COVID-19, no organic ranking for keywords, and a small geo-location and target audience. The NEXA team was able to improve the website, fixing all issues on the backend that prevented it from ranking on search engines, leading to increased visibility online. We also worked on improving the targeting strategy to reach local parents successfully.

OBJECTIVES

Increase organic traffic, improve keyword ranking and overall search visibility of the localised UAE website across the region.

CHALLENGES

- Limited SEO activity conducted previously.
- High competition for local targeting/listings.
- Indexing and crawl issues.
- High bounce rate.

SOLUTIONS

- Refreshing the keyword list and implementing it through on-page.
- Improving local targeting with Google Listing.
- Fixing crawl and indexing issues.
- Backlinking activities to increase website visibility.
- Improving the website loading time to reduce the bounce rate.

RESULTS

43% increase in organic traffic YoY over the first 12 months

500 plus keywords ranking on page one of Google SERP

63% increase in new users from organic traffic over the first 12 months

18% increase in traffic from UAE (local targeting) over the first 12 months

60% increase in organic traffic from desktop and 30% increase from mobile devices in the first 12 months

43% increase in average time spent on page YoY over the first 12 months.

61% increase in website clicks

30% increase in website click through rate

23% increase in website impressions

CASE STUDY

Search Engine Optimisation

CLIENT:  MDSap

SECTOR: B2B - ENTERPRISE SOFTWARE

BACKGROUND STORY

MDSAP offers enterprise software solutions. They are SAP Gold Partners offering SAP consulting, data and process modelling, managed services, training and implementation services to large corporations in the UAE.

Without any prior SEO work, they needed a content marketing strategy to establish themselves as thought leaders in the industry and to improve their website performance and lead generation. To achieve this, we created informative content and focused on high-quality keywords. Our client rankings exceeded client expectations with massive increases in ranking, traffic, and leads driven by increased visibility in their core service pages as well as new blog articles created by the NEXA team.

OBJECTIVES

- Rank targeted keywords in as short a time as possible and increase organic traffic.
- Create thought-leadership, informative and engaging content for the clients website, landing page and blog while improving SEO and website ranking.
- Reach a highly targeted UAE audience

CHALLENGES

- No SEO activity was previously conducted.
- Competing mainly with high domain authority websites, including sap.com.
- Limited content creation.
- Difficulty in targeting keywords with high competition specific to the service/category.
- Slow organic traffic growth with only 20 targeted keywords.
- Cannibalization issue with multiple language URLs, e.g. English, Turkish and Polish landing pages ranking for the same keyword.

SOLUTIONS

- Facilitating organic traffic growth through technical performance and website updates.
- Updating website pages to increase keyword density.
- Fixing crawl and indexing issues to make the website more visible in search.
- Creating blog posts that target non-performing keywords.
- Improving local targeting with Google Business Listing.
- Backlinking and off-page activity to accelerate article distribution and increase domain and page authority.

RESULTS

88% of total organic traffic is from new visitors

43%+ of total organic traffic is from GCC nations

1 million impressions in the last 16 months.

1K+ Blog reviews in 1 month

Sixfold increase in impressions from the initial month.

100+ new leads were generated through organic traffic.

20 keywords ranked on page one of Google within three months

CASE STUDY

Search Engine Optimisation

CLIENT:



SECTOR: SECOND CITIZENSHIP

BACKGROUND STORY

Savory & Partners offer citizenship and residency services. Through investments, they help their clients to accelerate and simplify the guaranteed process of becoming a dual citizen. They approached NEXA to help them increase their online visibility and traffic to ultimately generate more leads, since they were experiencing issues with the website and operating in a highly competitive market.

To achieve their goals, we created a content strategy using high-value keywords and backlinking and other off-page activities to improve the domain authority and article distribution. We optimised the website and tended to technical updates to facilitate organic traffic.

OBJECTIVES

Increase organic traffic, website search visibility and keyword rankings to improve lead generation.

CHALLENGES

- Difficulty targeting high competition generic keywords.
- Website loading issues affecting the keyword ranking & bounce rate.
- New website launch and URL structure changes affecting the indexing & current ranking keywords.
- Highly competitive industry with a number of authoritative sites to compete with for organic traffic rankings and search visibility.
- Multiple redirect issue for changed URLs.
- Cannibalisation of keywords.
- Crawling and indexing issues.

SOLUTIONS

- Creating a content and blog strategy with article title suggestions that target high value keywords.
- Backlinking and off-page activity to accelerate article distribution and increase domain and page authority.
- Identifying areas for optimisation, with recommendations and suggestions for improving the generic keywords.
- Facilitating organic traffic growth through technical performance and website updates.
- Refreshing keyword list and optimising pages to improve the rankings.

RESULTS

43% increase in organic traffic year on year over the first 12 months

51% increase in organic users year on year over the first 12 months

22% increase in clicks over the last six months

81% increase in impressions over the last six months

96% increase in overall goals year on year in the first 12 months

5.6 million Impressions in the last 16 months

500+ keywords are ranking on the first page of Google

CASE STUDY

Search Engine Optimisation

CLIENT:  SAVOY
DUBAI

SECTOR: HOSPITALITY

BACKGROUND STORY

Savoy Hotel Apartments are situated in 4 locations across Dubai, namely Savoy Suites, Savoy Crest, Savoy Park and Savoy Central. Savoy approached NEXA in June 2018 for marketing services. Savoy's marketing efforts were previously limited to affiliate marketing, offline advertising, and email marketing to existing databases.

Additionally, 2020 saw the COVID-19 pandemic shut down the tourism/hospitality industry, which caused additional challenges for Savoy, including widespread cancellations due to travel restrictions. Savoy had a small marketing budget at the time.

While Dubai-based properties were susceptible to challenging market conditions, competition for affordable accommodation in the city had increased and rates had decreased, Savoy wanted to work with an experienced growth marketing agency like NEXA to help them unlock revenue opportunities using innovative digital marketing strategies.

OBJECTIVES

Generate conversions (hotel bookings) through organic traffic from GCC nations, Europe, India and Nigeria, and rank for high value targeted keywords.

CHALLENGES

- Difficulty targeting high competition keywords.
- Competing with Online Travel Agency websites.
- Website built on an old WordPress version making performance changes difficult.
- High competition for local targeting / listings.
- Bounce rate was very high due to lack of content.

SOLUTIONS

- Refreshing keyword list and applying it through on-page.
- Creating blog posts that target non-performing keywords.
- Targeting major Dubai attractions in blog posts.
- Improving local targeting with Google Listing.
- Creating and updating content on website pages.
- Fixing crawl and indexing issues.
- Backlinking activities to increase website visibility.

RESULTS

82% of total organic traffic is from new visitors.

38% of organic traffic generates the most revenue.

1,100+ hotel room bookings have come from organic traffic.

2.6 million search impressions in the last 16 months.

AED 2.1 million+ generated in revenue through organic transactions to date (Aug 2018 - 30 June 2021).

500+ keywords ranking on the first page of Google.

100+ high competition keywords ranked in only three months.



THANK YOU