



## Case Study: E-commerce

# 163% increase in search engine traffic for a gulf based e-commerce website

### Marketing objective

The website is one of the biggest e-stores in Gulf that caters to **UAE, Kuwait, Oman and Qatar**. **Digital Catalyst** started its **SEO** on this e-store to maximize the site's organic potential and provide analysis of performance in search. Our **SEO** strategy primarily included content, **link building** and **on-page optimization**.



### Challenges

Some of the **SEO** challenges in this project include:

- ➡ Lack of a focused keyword strategy
- ➡ Difficult for search engines to crawl content
- ➡ Ineffective page titles, meta descriptions and internal links
- ➡ Sections on the website with zero traffic
- ➡ Weak link profile
- ➡ Low domain authority

### Our Solution

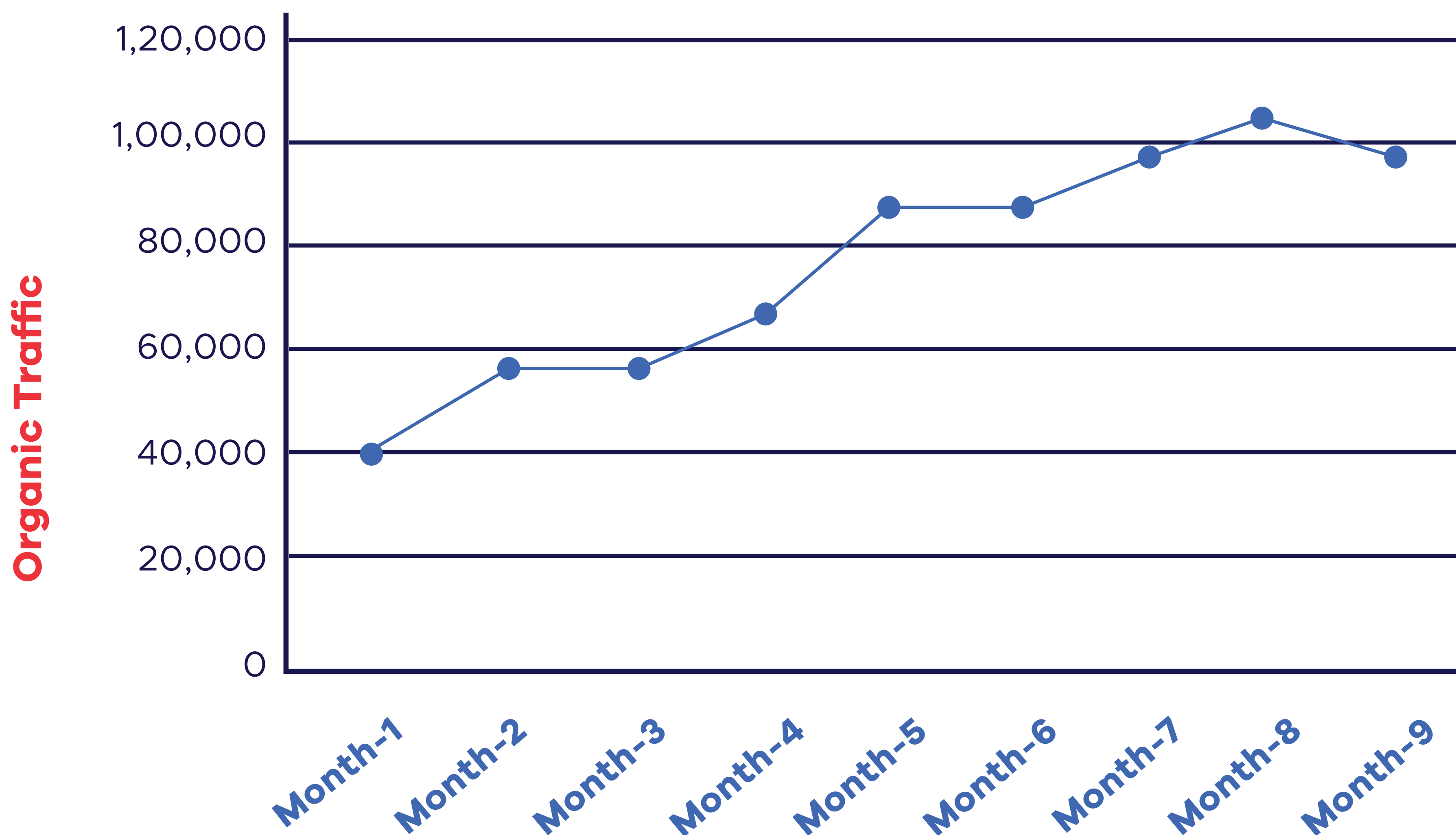
A very well-thought-out plan was strategized keeping in mind all the essential factors which could boost up the ranking of the website in search results.

- ➡ Website audit
- ➡ Removed on-page issues
- ➡ Revamped website content
- ➡ Title and meta tag updates
- ➡ Link building
- ➡ Regular blog updates



## Results

### Uniques



## Unique Visitors

Month-1	Month-2	Month-3	Month-4	Month-5	Month-6	Month-7	Month-8	Month-9
37,456	53,984	54,874	66,039	86,501	87,487	97,472	1,04,392	98,004

**SEO** would make a fruitful investment for your business if you wish to attract more customers through a search engine. Studies have proved that search engine traffic has a better conversion compared to other mediums.

## About Us

Established in 2014, **Digital Catalyst** has been the growth partner for businesses of various categories ranging from multinationals to startups across the globe. We approach our clients as partners and become a part of their growth journey by implementing bespoke marketing strategies.

An experienced team of domain experts from different walks of **digital marketing** is eagerly waiting to help you best leverage digital mediums.

**Like What You See ? Get In Touch With Us!**



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