



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

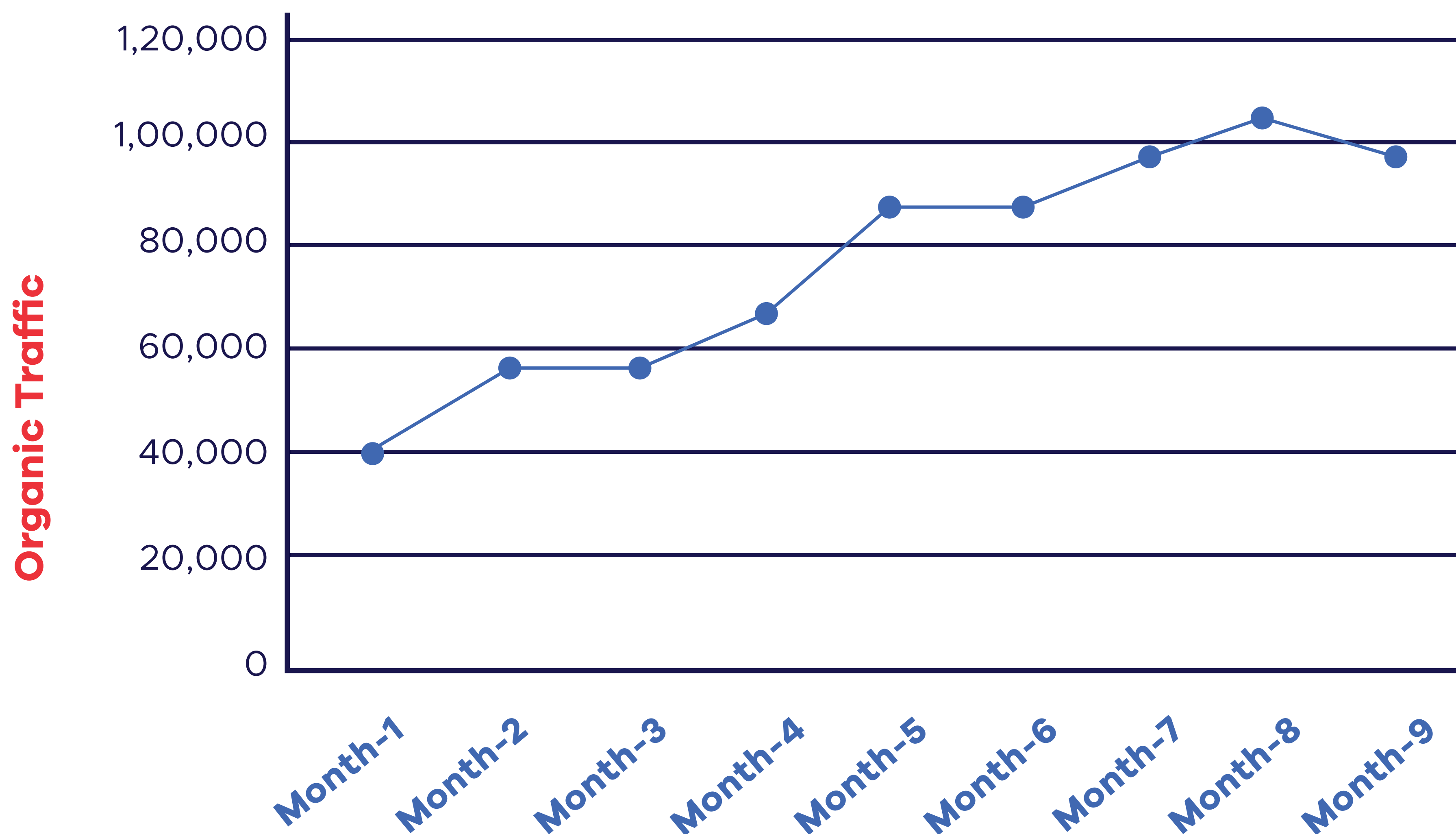
A very well-thought-out plan was strategized keeping in mind all the essential factors which could boost up the ranking of the website in search results.

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



Results

Unique Visitors



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.

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