

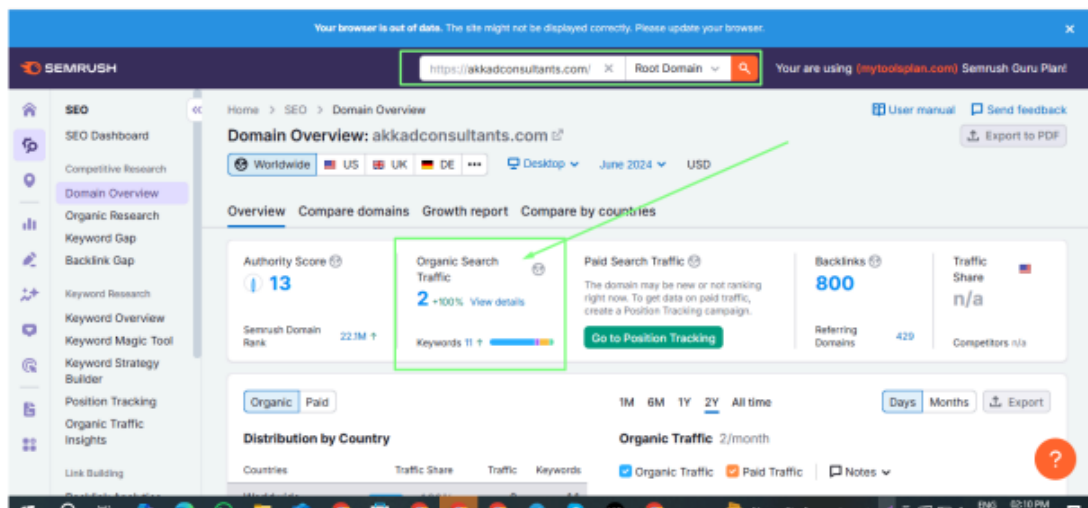
Client SEO Success Case Study: Akkad Consultants

website:<http://akkadconsultants.com/>

Client Overview:

Aksad Consultants is a professional consulting firm offering industry-specific advisory services. The firm initially faced significant challenges in gaining online visibility, resulting in low traffic and few inbound leads. The website was not attracting enough relevant visitors, and the conversion rate was low. The client needed a robust SEO strategy to enhance their website's visibility and generate more business.

Before....



Challenges Faced by Aksad Consultants:

- **Low Organic Traffic:** The website was not ranking well for key industry terms, resulting in poor visibility.
- **Limited Inbound Leads:** Despite offering valuable services, the firm was not generating sufficient leads from the website.
- **Suboptimal Website Conversion:** The site was not optimized for conversions, leading to low engagement and high bounce rates.

SEO Strategy Implemented:

1. Website Audit & Competitor Research:

- Conducted a comprehensive **SEO audit** of the website to identify technical issues, poor content, slow loading times, and gaps in SEO performance.
- Analyzed competitors to understand their strengths and strategies, which helped identify areas for improvement and new opportunities.

2. Keyword Research & On-Page Optimization:

- Performed **keyword research** to find high-conversion, low-competition keywords relevant to Aksad Consultants' target audience.
- Optimized **on-page elements** including title tags, meta descriptions, header tags, and internal linking, ensuring the website was aligned with the right keywords.
- Updated website **content** to make it keyword-rich, ensuring it addressed the services, industry challenges, and client needs effectively.

3. Technical SEO & Performance Improvements:

- Enhanced **website speed** and improved **mobile responsiveness** to create a better user experience, especially for mobile users.
- Implemented **structured data markup** to help search engines better understand the content, improving visibility in rich snippets and other search features.

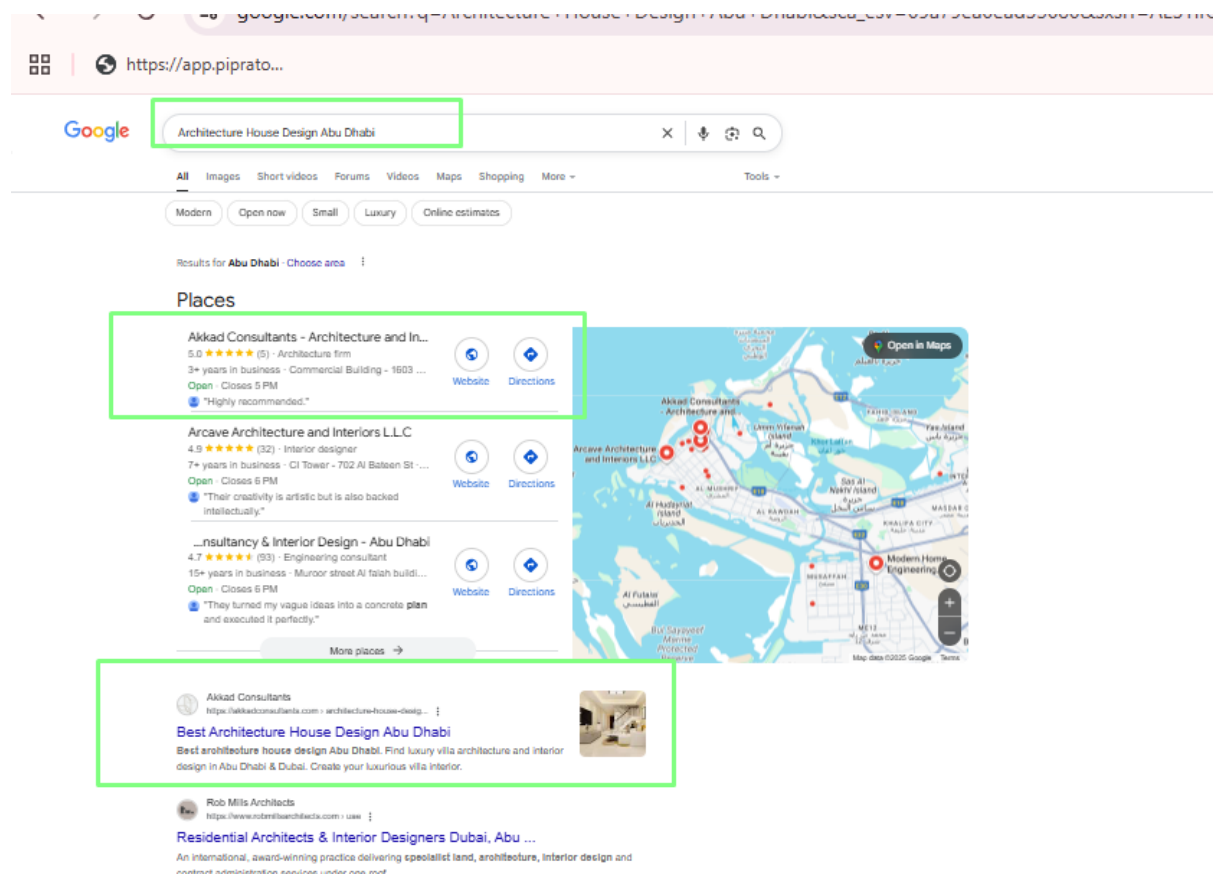
4. Link Building & Off-Page SEO:

- Created a **link-building strategy** to acquire high-quality backlinks from reputable industry blogs, directories, **Competitor Backlinks**, **Profile Backlink** **web 2.0 Backlink**, **guest post backlinks**, **niche related backlinks**
- We generate 200 high-quality backlinks for them every month.

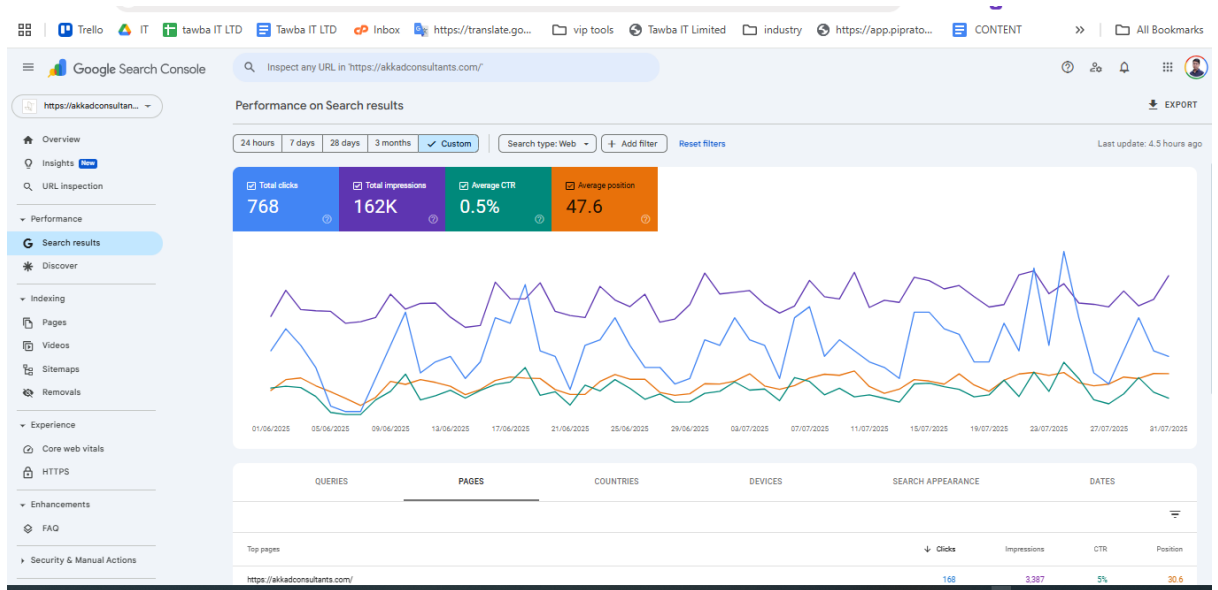
5. Local SEO:

- Focused on **local SEO** to improve visibility for location-based searches, especially since Aksad Consultants catered to a regional market.
- Fully optimized their **Google My Business profile** and targeted local keywords to help the firm appear in local search results for terms like “Architecture House Design Abu Dhabi”.

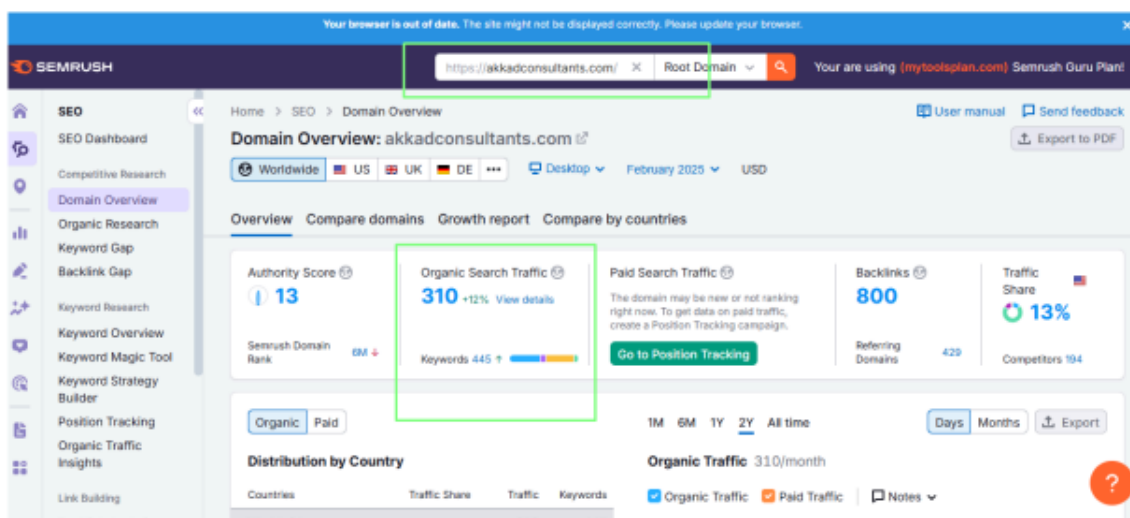
GBP Ranked



After 3 Month Google Search Console Result



After 3 Month Google site Overview

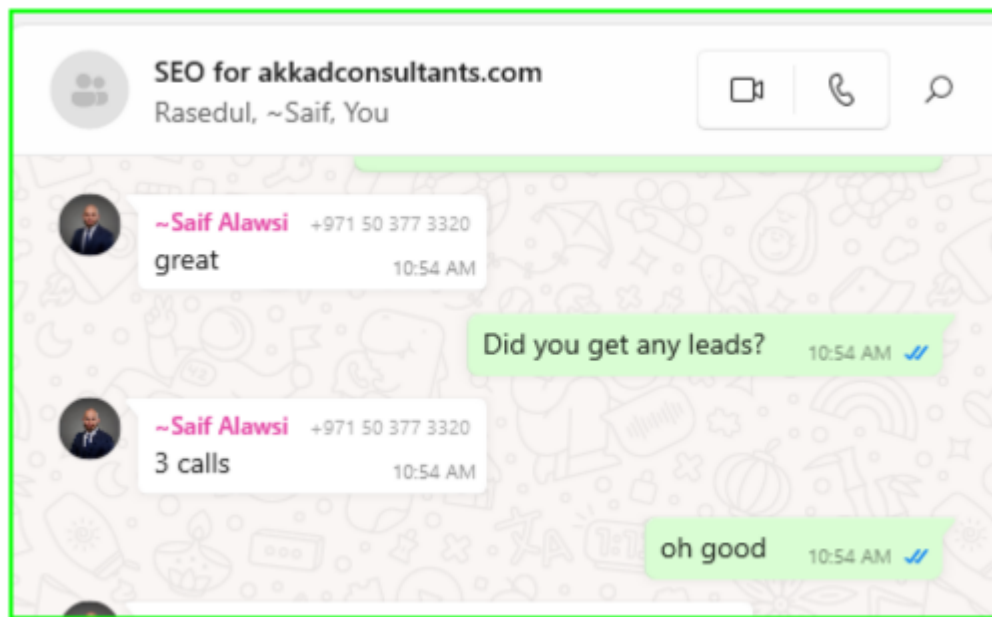


Results Achieved:

- Increased Organic Traffic:** After the SEO efforts, Aksad Consultants saw a steady increase in organic traffic by 80%. While the traffic wasn't massive at first, it showed consistent growth over time.
- Improved Lead Generation & Calls:** The website now receives 3-4 quality leads and calls per month, a significant improvement compared to before. These leads are turning into consultations and business opportunities.

- **Higher Search Engine Rankings:** The website began ranking on the first page for key industry keywords, improving its visibility and reach.
- **Client Satisfaction:** With more traffic and quality leads, Aksad Consultants has seen a clear return on investment from the SEO efforts. The client is now experiencing consistent business growth and is highly satisfied with the outcomes.

**"3-4 quality leads and calls per month may seem low,
But they are valuable leads."**



Architecture Design Lead - Call & Lead Value in Dubai:

For example:

- If a typical project is worth **AED 50,000**, and you close 1 out of every 5 leads, then:
 - **Lead Value = AED 50,000 / 5 = AED 10,000 per lead.**

- **Call Value:** Assuming the call is a step towards generating that lead, the value would be a fraction of this.

2. Call Value:

The **call value** would be linked to the probability of turning that call into a paying lead. If each call results in a potential project, then:

- **If 1 out of 10 calls** results in a project and the average project is worth **AED 50,000**, then:

- **Call Value = AED 50,000 / 10 = AED 5,000 per call.**

3. Client Satisfaction & Impact:

The value also depends on **client satisfaction**. If your calls and leads result in repeat business, referrals, or long-term clients, this can increase the overall value of a single lead or call.

- For example, if each project leads to **2-3 more projects** from referrals, this multiplier effect can significantly raise the **lifetime value** of a lead.