



Case study



- Increase Organic Traffic
- Improving Search Engine Rankings for the Target Keywords

## RESULTS

### Increase in Organic & Direct Sessions

**63.6%**  
Increase in ORGANIC Sessions

| Organic Search            |         |
|---------------------------|---------|
| May-01 2023 - Nov-14 2023 | 3.1K    |
| Oct-15 2022 - Apr-30 2023 | 1.9K    |
| % Change                  | ▲ 63.6% |

## RESULTS

# Number of Keywords in Search Engine Searches

11

Keywords in Top 3

32

Keywords in Top 10

60

Keywords in Top 30

## Top Keywords

| Keyword                                      | May-01 | Nov-14 |
|----------------------------------------------|--------|--------|
| creative experiential marketing              | -      | 42 ▲58 |
| experiential promotions agency               | -      | 17 ▲63 |
| top experiential marketing agencies in dubai | 52     | 32 ▲20 |
| top virtual reality companies                | 31     | 20 ▲11 |
| event technology services in use             | 99     | 20 ▲79 |
| experiential marketing services in use       | 41     | 8 ▲33  |
| experiential marketing agency in use         | 64     | 23 ▲41 |
| holographic services                         | 34     | 5 ▲29  |
| experiential marketing services              | -      | 8 ▲92  |
| augmented reality use                        | 12     | 6 ▲7   |
| vr hardware companies                        | -      | 13 ▲87 |
| augmented reality use                        | 12     | 5 ▲7   |
| virtual reality company in Dubai             | 11     | 6 ▲5   |
| virtual reality company in Dubai             | 11     | 5 ▲6   |