



SEO CASE STUDY

**ORGANIC GROWTH FOR UAE
TOURISM WEBSITE**

CLIENT OVERVIEW

A UAE-based tourism operator offering a wide range of services including desert safaris, city tours, dhow cruises, and adventure experiences. The website targeted tourists searching for premium experiences in Dubai and across the UAE.



PROJECT SCOPE

The goal was to increase organic visibility, improve keyword rankings, and ultimately grow booking inquiries from tourists searching via Google. The site had limited presence and was struggling with low traffic, minimal indexed pages, and no clear keyword strategy.



INITIAL CHALLENGES

- No focus keywords on service pages
- Meta tags were missing or poorly optimized
- Content duplication across similar tours
- Very low domain authority and no backlinks
- Blog section was empty
- Poor interlinking across the site



STRATEGY & IMPLEMENTATION

KEYWORD RESEARCH & MAPPING

- Identified primary keywords like "Dubai desert safari", "evening safari Dubai", "Abu Dhabi city tour", and mapped them to relevant service pages
- Focused on high-volume, low-competition long-tail variations
- Created a silo structure using main tours and related blog topics

TECHNICAL SEO

- Fixed sitemap, canonical issues, and mobile responsiveness
- Optimized site speed (reduced page load time by 42%)
- Implemented schema markup for Tour Packages and Local Business

STRATEGY & IMPLEMENTATION

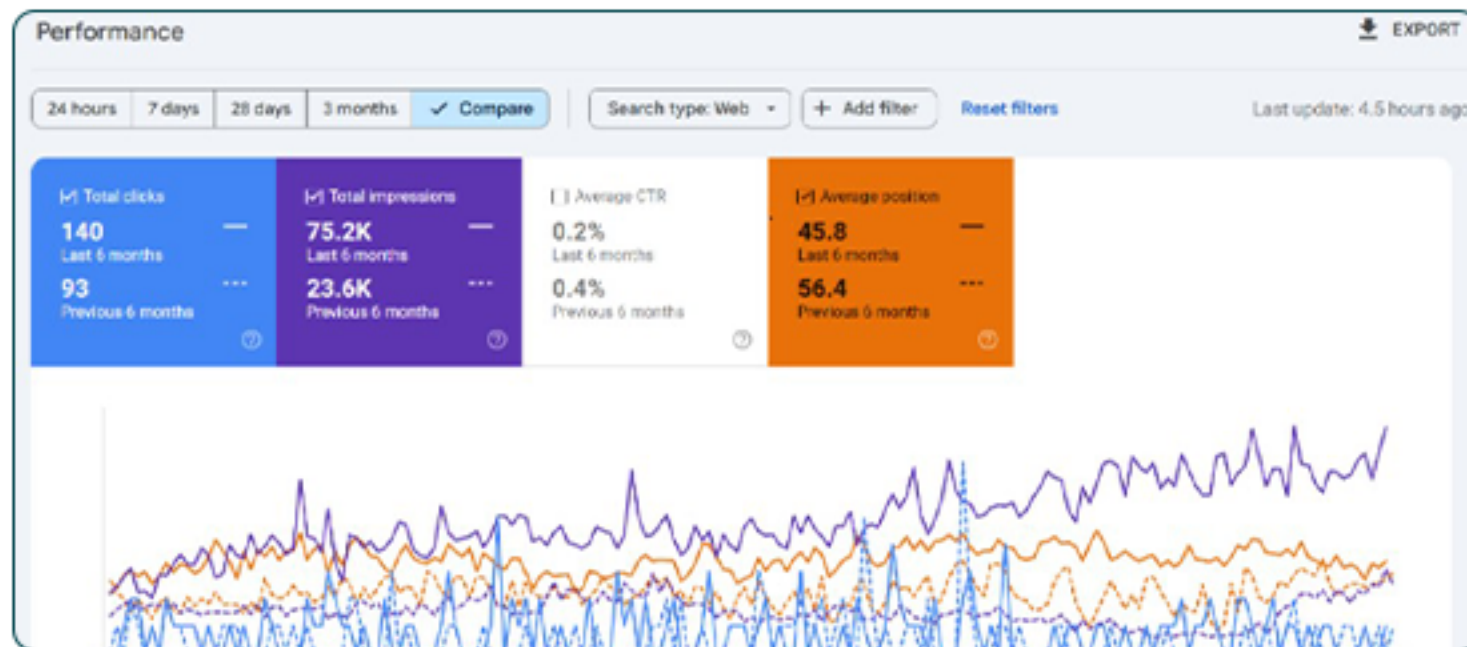
CONTENT DEVELOPMENT

- Rewrote all service pages with unique SEO-optimized content
- Created supporting blogs: e.g. "Best Time for Desert Safari in Dubai", "Top 5 City Tours in UAE"
- Added FAQ sections with structured data to appear in featured snippets

LINK BUILDING & LOCAL SEO

- Listed the business on local UAE tourism directories
- Acquired backlinks from travel blogs and UAE-based portals
- Optimized and actively updated Google Business Profile

Google Search Console (GSC) Results (Last 6 Months vs Previous 6 Months)



Metric	Befor	After	Change
Total Clicks	93	140	+50.5%
Total Impressions	23,600	75,200	+218.6%
Average Position	56.4	45.8	Improved by 10.6 positions

CLIENT FEEDBACK

"Within a few months, we saw clear improvements in our keyword positions and organic traffic. Our tour pages started ranking across the UAE market, and we're now receiving consistent booking leads via search engines."



CONCLUSION

This SEO campaign demonstrates how strategic keyword mapping, technical fixes, and content-led optimization can create measurable results for tourism businesses in competitive regions like the UAE. With the strong foundation now in place, the next phase will focus on multi-language SEO and conversion rate optimization.