



**SMART ROOF SHADE
SYSTEMS LLC**

**SEO CAMPAIGN GAINS 360x
ORGANIC WEBSITE TRAFFIC & 430x
ORGANIC KEYWORD RANKING**

Created
by:

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Brand Overview

Smart Roof Shade Systems are the leading specialists of Rooftop Shades manufacturers in Dubai, UAE; they focus on providing high-quality, customizable Pergola shades, Awning systems, and Glass walls for all residential & commercial purposes. Smart Roof Shade Systems' products are innovative & fine furnishing objects to admire visually & functionally; able to match modern & traditional architecture.

Campaign Objective

The primary objective of the project was to increase website traffic & keyword ranking on Google.

Campaign Period

December 2021- July 2022,
A total of 7 months

Skill Set Used

- Search Engine Optimization,
- Competitor Analysis,
- Google Search Console & Analytics,
- Google Business Listing,
- Keyword Optimization,
- Link building



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Challenges

As a newly created website; Smart Roof Shade Systems' website was lacking in targeted keywords & local audience reach. We found out that many webpages were not indexed by google and did not rank for the location-based keywords as the client wanted to rank website mainly for specific keywords to increase visibility.

Primary challenges we faced during the execution of the project:

- Researching Target Audiences
- Keeping up with marketing trends
- Competitor detailed analysis
- Keyword Optimization location based
- Website Optimization
- Focusing on better user experience



Workflow: SEO Strategy

Hyper Optimization of Website through On-Page & Off-Page SEO activities such as :

- Industry focus keyword analysis with the tools: Google Keyword Planner, SEMrush, Ubersuggest
- Targeting high-volume & low SEO difficulty keywords
- Extensive content analysis.
- Unique blog content creation to keep up with competitor marketing strategy & increase local audience visibility.
- We started On-Page SEO optimization by setting up Google Search Console & Google Analytics and implementing On-Page elements (meta keywords, description, URL optimization, Header tag).
- Creating & analyzing backlinks for the website.
- Unique blog content creation to keep up with competitor marketing strategy & increase local audience visibility.

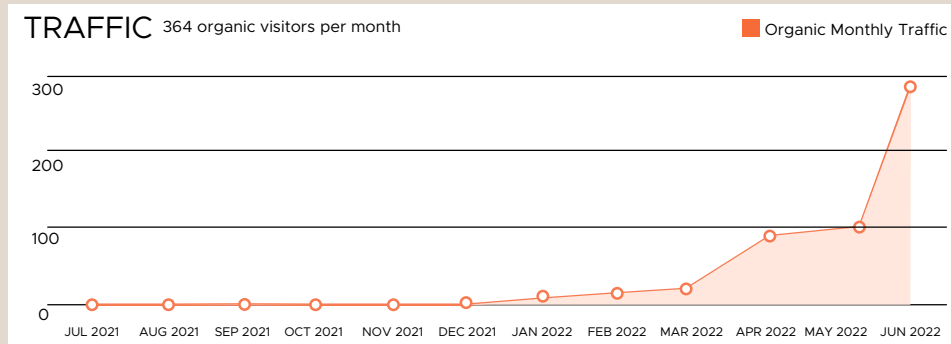
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Result

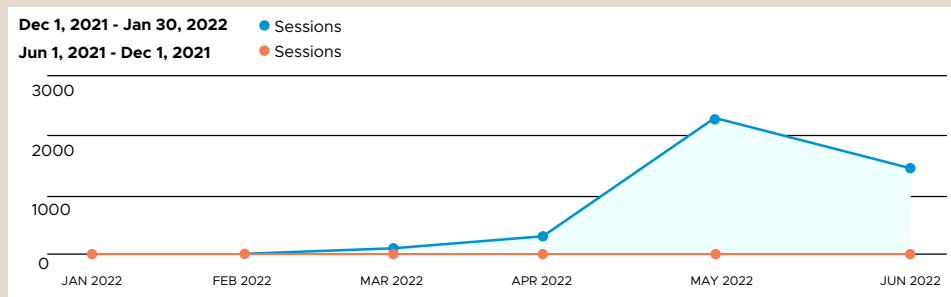
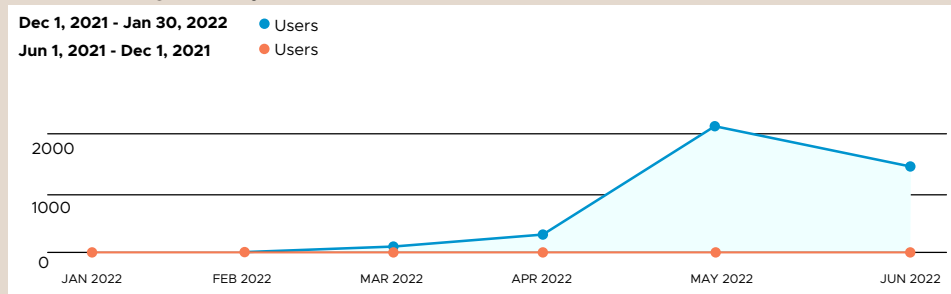
By optimizing the website through Search Engine Optimization (On Page SEO, Off Page SEO) we have achieved a 360x organic traffic growth. Source: Ubersuggest

Source: Ubersuggest



A decent increment in Website users, sessions throughout the past 7 months.

Source: Google Analytics

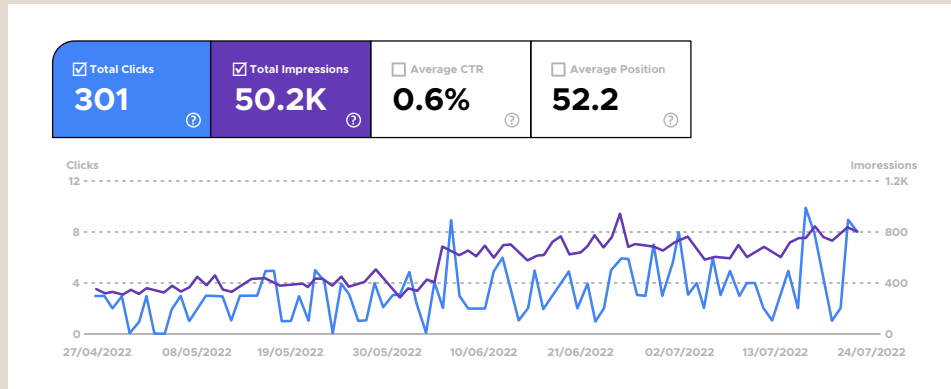


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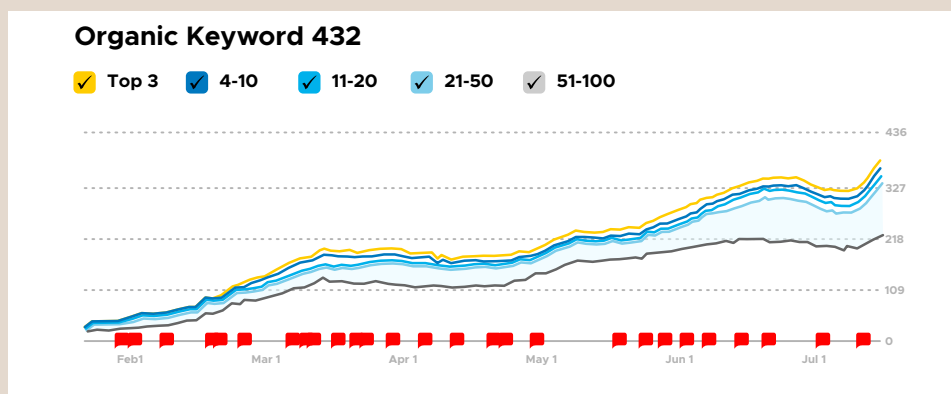
Within 7 months Smart Roof Shade Systems Website reached 301 clicks & 50.2k impressions.

Source: Google Search Console



430x growth in organic keywords ranking, total of 432 keywords are ranking as of July 2022.

Source: SEMrush



Live backlinks increased by 23400 % (0 to 234) as compared to the previous year (July 2021-Dec-2021)
Website overall DA score has also increased by 1000% compared to last year.

Time	Backlinks	Domain Authority (DA)
July 2021 - Dec 2021	0	1
April 2022 - July 2022	234	11
Increased by	23400%	1000%

Keywords www.smartroofshades.com	After SEO (Country UAE) Ranked : India, USA, UK, Turkey, 20+ countries around the world www.google.com	Before SEO www.google.com
Retractable Pergola	4	NIL
Retractable Pergola Dubai	2	45
Bioclimatic Roof System	1	40
Bioclimatic Pergola Roof System	1	40
Retractable Roof Systems Dubai	4	NIL
Bioclimatic Pergola	15	NIL
Motorized Pergola	11	NIL
Roof Shades	1	56
Aluminum Pergola Shades	5	NIL
Bioclimatic Pergola Dubai	4	56