

"1st You, then Your WEBSITE"

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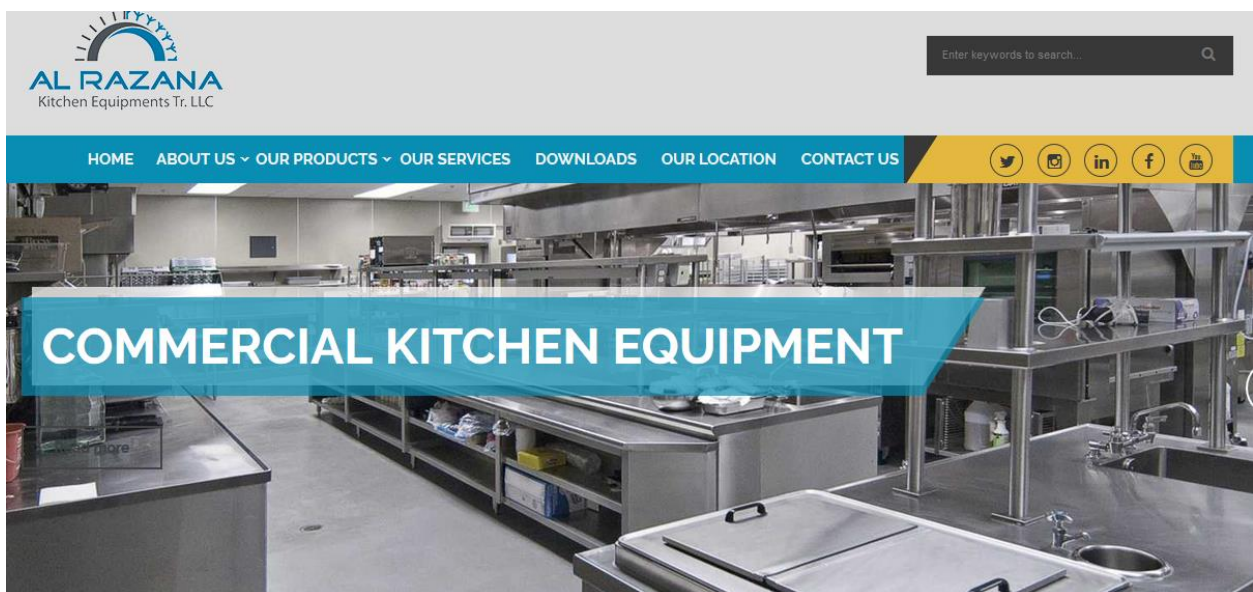
## Al Razana kitchen Equipment SEO Case Study - 2018

A case study that is all marketing fluff and one that demonstrates an ability to have real business impact.

Our online marketing and SEO case studies are the real deal. You'll see that we don't promote "guaranteed rankings", "more visibility" or any of the other gimmicks found in the SEO industry. Our case studies and regular conversations with clients revolve around what really matters: sales. Whether they are easily measured online sale or leads that turn into sales, we know that business owners invest money to grow their businesses, not just to feel better or gain brand visibility.

Here are one of our Online Marketing case studies focused on Organic Search & sales-oriented results:

"We met the challenge of improvement in keyword rankings in SERP and maximized the website traffic."



## The Client:

**Al Razana kitchen equipment, we are leading manufacturers consultant to setup commercial kitchen, for Hotel, Restaurant, hotel, coffee shops, fast food, chains kitchen, palaces, hospitals, cafeterias and bakeries & laundry equipment.**

## The Objective:

Al Razana kitchen was looking for speedy improvement in its SERP positioning across major search engines (Google/Yahoo/Bing) in UAE and also other GCC region Oman Qatar Bahrain etc. By improving traffic to its website, it wanted more leads and enquiries for its market reports as well as consulting services.

The company was also looking to re-design its website, to make it look more contemporary, professional.

## The Challenges

The kitchen equipment industry is very competitive in Dubai, UAE, with several large and small manufacturers, China traders firms performing SEO for themselves. The challenge was to begin from scratch and gain good ranking on competitive keywords.

## The main challenges:

- Increasing SERP rankings on competitive industry specific keywords;
- Cleaning up a toxic backlinks profile;
- Fixing the unhealthy URL structure.
- High Page Load time & Low Website Speed.
- Stiff competition from Organic search giants [www.yellowpages.ae](http://www.yellowpages.ae), [www.al-halabi.co](http://www.al-halabi.co), [www.elegantuae.com/](http://www.elegantuae.com/) etc.

## The Solution:

To drive visitors via improved search engine rankings, the SEO team at AMPLE eBUSINESS of optimization steps to ensure an improvement in ranking and incoming traffic on [www.alrazanakitchen.com](http://www.alrazanakitchen.com).

The team started with a detailed analysis of the website to identify the SEO loopholes within the website and worked on resolving them to ensure that the website structure is search engine friendly. Some of the primary refinements that were undertaken by the team were:

- URL re-writing

- Resolve Canonical Issues
- Implementation of content on targeted pages
- Modifications in design layout of website to make it more user friendly
- Undertake URL Rewriting to make them SEO Friendly
- Optimize Product Names, Meta Tags & Header Tags on Product Landing Pages
- Optimize Meta & Heading Tags on the rest of the Website as well
- Optimize keyword density on Home, Products & Services, Category & Sub-Category pages
- Disavow Unnatural/Spammy Links Via Google Webmaster Tools
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Moving on, the team undertook relentless SEO/Social Marketing activities that served to increase the search rankings for the website on several keywords which also resulted in increase in traffic. This process included optimizing the code and content throughout the site, as well as enabling better overall site usability.

### Our Results

We met the challenge of improvement in keyword rankings in SERP and maximized the website traffic.

Our strategic, relentless and timely SEO efforts helped [www.alrazanakitchen.com](http://www.alrazanakitchen.com). Benefit from:

Keywords	Google.ae Rankings Before Opti. 1-may-17	Google.ae Rankings After Opti. 31-Dec-17
kitchen equipment in Dubai	Not in 50	3 <sup>rd</sup> Position
bakery equipment dubai	Not in 100	6th position
kitchen equipment dubai	Not in 100	2nd position
commercial restaurant equipment dubai	Not in 100	3rd position
ice cream roll machine dubai	Not in 70	1st position
kitchen equipment uae	Not in 70	2nd position
catering equipment dubai	Not in 100	2nd position

With a high level of awareness of targeting organic traffic, we helped our client:

- Creating consistency and optimizing content to pull in the best quality leads.
- increase in traffic by 75%, and
- Increase in new visitors by 69%.

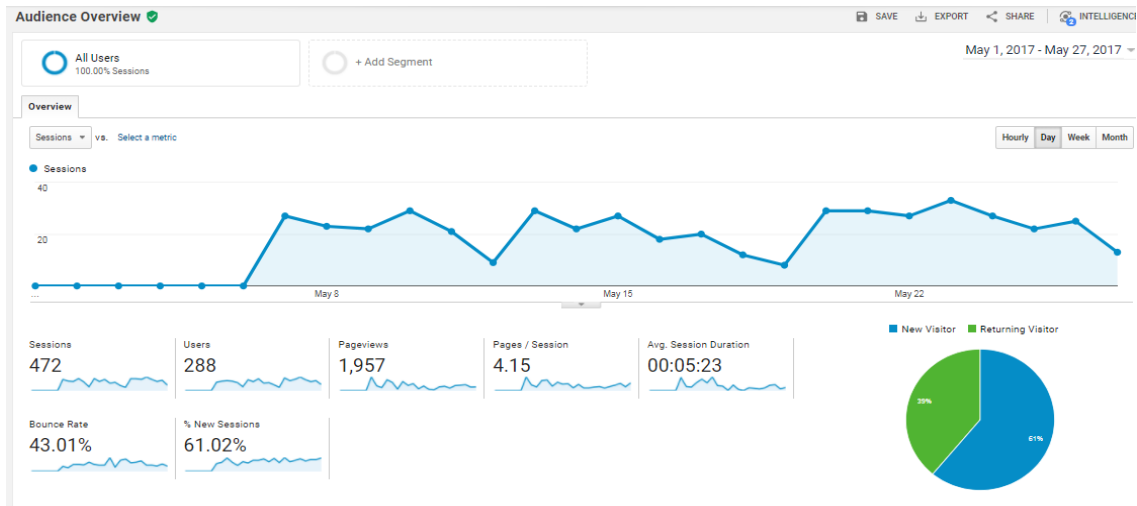
### Improved Traffic Inflow:

The SEO process for Al Razana kitchen equipment website was started in May 2017. Within 2 months the keyword rankings had improved and Traffic through organic search (non-paid visits) has increased.

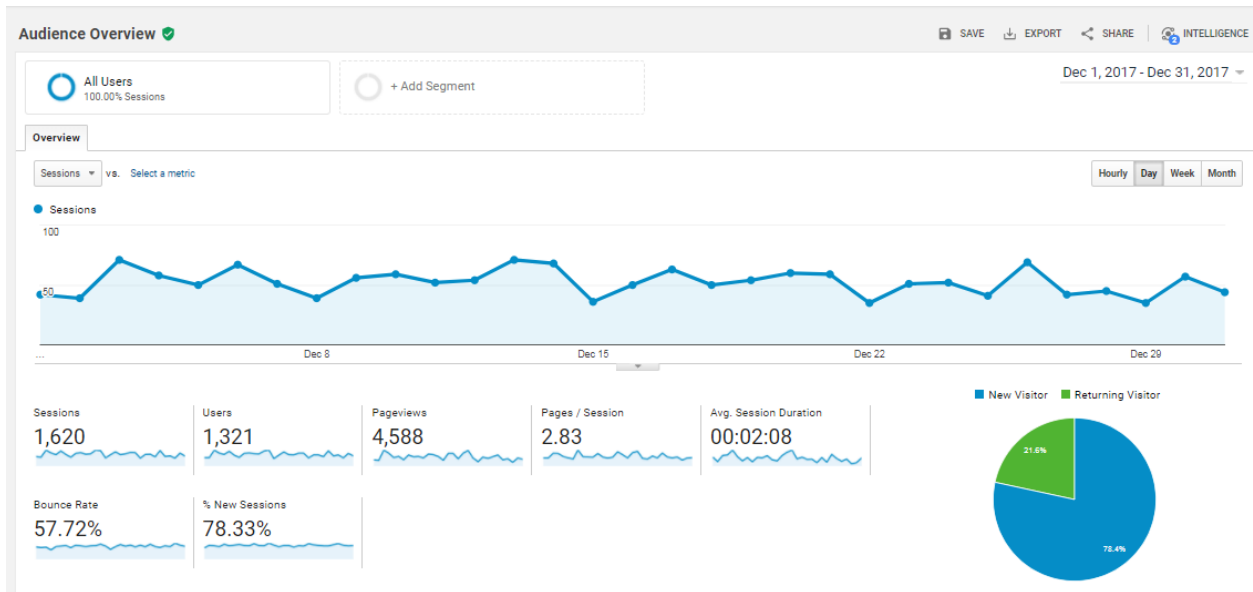
<b>Traffic Analysis</b>
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Timeline	1st May '17	31st dec '17
Traffic	Users: 288 Sessions: 472 Pageviews: 1957 New Users: 181	Users: 1321 Sessions: 1620 Pageviews: 4548 New Users: 1270

Starting Report:



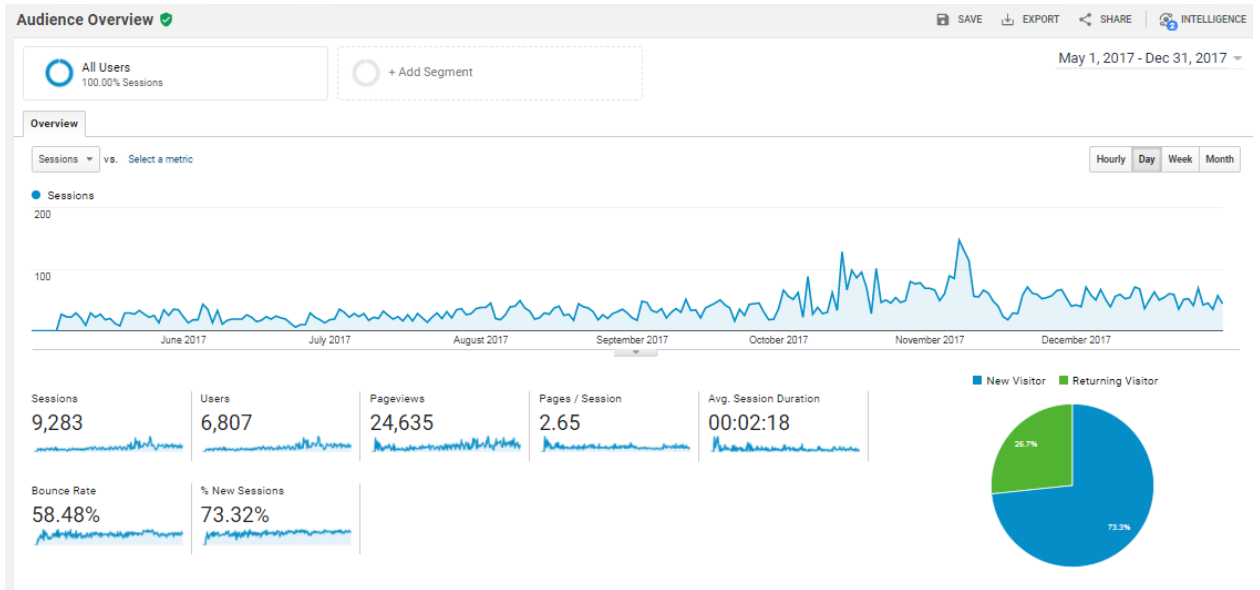
After 6 month:-



**"SEO keyword ranking improved within 2 months of hiring them Ample eBusiness as our vendor for our website [www.alrazanakitchen.com](http://www.alrazanakitchen.com). I strongly recommend them for SEO services."**

- Client Feedback

Al Razanakitchen has seen huge improvement in goal conversions, generating more leads, sales and profits.



## Stanley Doubles Traffic and Revenue after Site Optimization