

CASE STUDY

2022-2023

.....



**Content
Marketing**



**Big Data
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SEO

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B2B TRADING



كانو للتأليبات
KANOO MACHINERY
A division of Kanoo Industrial & Energy



OBAID MASOOD
BUILDING MATERIALS TRADING (L.L.C.)



دوك للصناعة
DUCON
Industries

**TAPS
&
MORE**



كانو للأليات
KANOO MACHINERY
A division of Kanoo Industrial & Energy



Kanoo Machinery Company Case Study

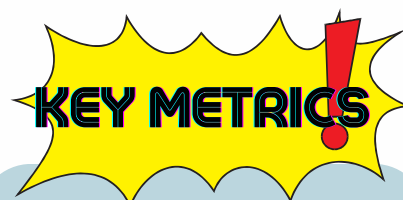


BACKGROUND & CHALLENGES



Kanoo is a diversified business conglomerate headquartered in Bahrain and operating in various industries such as shipping, logistics, travel, machinery, engineering, oil & gas, power & industrial projects, and more. Kanoo Machinery, a licensed distributor for many brands, has faced challenges with their online visibility and competition from smaller players.

Their website was struggling to generate leads due to insufficient traffic from Google, highlighting the need for improved search engine optimization strategies. Despite their established reputation as a licensed distributor, Kanoo Machinery faced significant competition from smaller players in the industry.



220

Keywords on the first page in Google



89,420

Website Reach



47,000

New Users



118,363

Website sessions

OBJECTIVES



1

Improve search engine optimization (SEO): One of the challenges faced by Kanoo Machinery is poor visibility on Google. To address this, we prioritized improving their SEO strategies to ensure their website appears higher in search results, leading to increased traffic and ultimately more leads.

2

Increase website traffic: One of the main objectives for Kanoo Machinery was to increase the traffic to their website. This can be achieved through various SEO strategies such as optimizing their website content, building quality backlinks, improving website structure and user experience, and targeting the right keywords. By improving their website's search engine visibility and attracting more traffic, they can generate more leads and increase their market share.

3

Generate quality leads: The overall objective at the end was to ensure the number and quality of the leads had healthy and steady increase. This should be done through targeted advertising and content marketing strategies that attract potential customers and drive them to the company's website.

SOLUTIONS



To increase website traffic, Kanoo Machinery conducted a website audit and implemented SEO best practices. They should create high-quality content that targets relevant keywords and addresses their audience's pain points. Additionally, paid advertising campaigns like Google Ads also helped drive traffic to their website. These efforts later paid off as the number of leads increased as well as SEO optimization helped Kanoo machinery website rank in the top 3 search result on Google consistently.



RESULTS

Keywords	Initial Ranking (08-Apr-2021)	Feb/23	Google page no
Compact Track Loader dealer in UAE	Not in Top 100	1	1
grove crane spare parts	Not in Top 100	1	1
perkins generator supplier in uae	Not in Top 100	1	1
Sullair Air compressors Dealer in UAE	Not in Top 100	1	1
Bobcat machines rental	Not in Top 100	1	1
sand cleaning machine	Not in Top 100	1	1
beach cleaning machine	Not in Top 100	1	1
Compact Power pallet Trucks	Not in Top 100	1	1
sand cleaning equipment	Not in Top 100	1	1
Backhoe Loader Supplier in UAE	Not in Top 100	1	1
Stationery air compressors dealer in UAE	Not in Top 100	1	1
Welding Distributors UAE	Not in Top 100	1	1
Mini Excavator Distributor in UAE	Not in Top 100	1	1
Skid Steer Loader Distributor in UAE	Not in Top 100	1	1
Backhoe Loader Distributor in UAE	Not in Top 100	1	1
Skid Steer Loader Supplier in UAE	Not in Top 100	1	1
Mini Excavator Supplier in UAE	Not in Top 100	1	1
4x4 dumper	Not in Top 100	1	1

Monthly
Keywords
ranking of
UAE - 75/129
Keywords
are ranked
in the first
page



Monthly
Keywords
ranking of
KSA -
101/161
Keywords
are ranked
in the first
page



Keywords	Initial Ranking	Feb/23	Google page no
heavy equipment rental companies in saudi arabia damr	Not in Top 100	1	1
heavy construction equipment dealers in saudi arabia	Not in Top 100	1	1
hand pallet truck saudi arabia	Not in Top 100	1	1
construction equipment dealers in saudi arabia	Not in Top 100	1	1
diesel generator rental companies in saudi arabia	Not in Top 100	1	1
telescopic crawler crane saudi arabia	Not in Top 100	1	1
tig rod saudi arabia	Not in Top 100	1	1
heavy equipment rental companies in saudi arabia riyad	Not in Top 100	2	1
xcmg parts	Not in Top 100	2	1
heavy equipment rental companies in saudi arabia	Not in Top 100	3	1
mobile crane for sale in saudi arabia	Not in Top 100	3	1
heavy equipment rental in saudi arabia	Not in Top 100	3	1

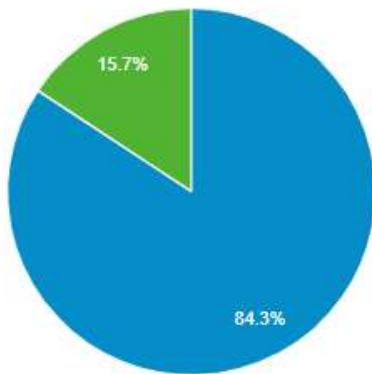


Keywords	Initial Ranking (26-Aug-2022)	Feb/23	Google page no
bobcat supplier bahrain	Not in Top 200	1	1
Pyroban dealer bahrain	Not in Top 200	1	1
bobcat dealer bahrain	Not in Top 200	2	1
cleaning equipment rental	Not in Top 200	2	1
hand pallet truck bahrain	Not in Top 200	2	1
Pyroban dealer	Not in Top 200	3	1
forklift rental	Not in Top 200	3	1
welding machine rental	Not in Top 200	4	1
Perkins Maintenance	Not in Top 200	6	1
adt truck	Not in Top 200	10	1

Monthly
Keywords
ranking of
Bahrain -
44/87
Keywords
are ranked
in the first &
second
pages

Website visitors

■ New Visitor ■ Returning Visitor



Listing on ATNinfo.com

Clicks Report

PDF CSV Excel

Show 30 entries

Search Company : Kanoo Machinery LLC Start Date : 01/01/2022

Comp	Email	Web	Loc	Art	Ph	Toll	Mob	Whatsp
Kanoo Machinery LLC	16	355	1	1	85	5	44	78

Showing 1 to 1 of 1 entries (filtered from 178,799 total entries)

Users
37,245

New Users
37,141

Sessions
50,272

Page Views
102,241

Pages/Session
2.03

Avg. Session Duration
00:01:38

KEY METRICS

AED 4.08
CPC (Cost Per Click)

28,007
Ad Clicks



Website metrics

BACKGROUND & CHALLENGES

TAPS & MORE is a specialized Bathroom, Kitchen and Plumbing solutions company which performs a Sales and Marketing Consultancy function for numerous leading and predominantly well known European manufacturers.

Bathroom, kitchen, and plumbing solutions companies face challenges in digital marketing due to limited online presence, difficulty in showcasing physical products/services, competition from established players, targeting specific audiences, building customer trust, managing online reviews and reputation, and measuring the effectiveness of digital efforts.

OBJECTIVES

1

Develop a robust online presence: By creating a user-friendly website, leveraging social media platforms, and investing in online advertising to increase brand awareness and visibility.

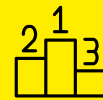
2

Generate Leads and Drive Sales: For Taps & More, an important objective of digital marketing is to generate leads and drive sales. This requires creating targeted and compelling content, optimizing landing pages using marketing automation tools to nurture leads and move them through the sales funnel.

3

Establish a targeted digital marketing strategy: The strategy focuses on the unique needs and preferences of the company's ideal customer segments, including effective use of SEO, email marketing, and paid advertising.

KEY METRICS

**7/13**Keywords appearing on
1 & 2 page in Google**26,990**

Page Views

**943,289**Organic & Referral
Traffic**5,490**

Website sessions

TOOLS USED



Google My Business

Search Engine
Optimization

Web Dev & Maintenance

SOLUTIONS

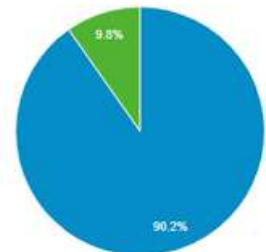


To overcome the challenges of limited online presence, difficulty in showcasing physical products/services, competition, audience targeting, building customer trust, managing online reputation, and measuring digital effectiveness, ATN info already had a tailored made strategy to overcome these challenges. These include developing a mobile-responsive website, creating social media accounts, investing in SEO, using high-quality product images, videos, and reviews to showcase products/services online, identifying and segmenting target audiences as well as setting up metrics to ensure the campaigns are on track.

RESULTS



■ New Visitor ■ Returning Visitor

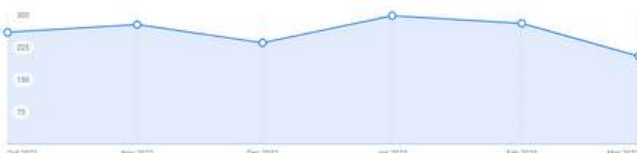


Keywords	Initial Ranking	Feb-23	Google page no
Laufen Dubai	35	1	1
Novellini Dubai	33	1	1
Bette Dubai	59	1	1
Blanco Dubai	91	6	1
Shower trays	59	7	1
Viega Dubai	42	14	2
Shattaf set	55	18	2

Keyword ranking 7/13 appearing in 1 & 2 in Google search

1,559

Business Profile Interactions





OBAID MASOOD
BUILDING MATERIALS TRADING (L.L.C.)

Obaid Masood Building Materials Trading L.L.C. Case Study

BACKGROUND & CHALLENGES

Obaid Masood Building Materials Trading L.L.C is one of the leading importers and wholesalers in the U.A.E., established with the strategic objective of distributing and supplying Plumbing and Sanitary fittings. The firm has traversed from strength to strength, whilst simultaneously bolstering diverse products portfolio and aggregating an unparalleled range of over 10,000 products across 30 brands. Obaid Masood (OMBMT) faced challenges in digital marketing due to limited online presence, the need to target multiple buyer personas, and a limited understanding of digital marketing tools and techniques.

OBJECTIVES

1

Increase brand awareness and visibility: To make people aware of the brand and its products/services by reaching a larger audience through digital channels.

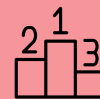
2

Generate high-quality leads and conversions: To attract potential customers and convert them into paying customers through targeted campaigns and effective lead generation tactics.

3

Establish thought leadership and trust: To position the brand as an industry expert and establish credibility with the target audience by providing valuable content and resources.

KEY METRICS



70/120

Keywords appearing on
1 & 2 page in Google



11,200

Page Views



3,341

Organic & Referral
Traffic



9,513

Website sessions

TOOLS USED



Google My Business



Search Engine
Optimization



Web Dev & Maintenance

SOLUTIONS



To overcome these challenges, we adopted several strategies. For instance, Obaid Masood invested in SEO and PPC advertising to improve online visibility and drive traffic to their website. Additionally, using visual content made the content more engaging and interesting to potential customers. By implementing these strategies, Obaid Masood could achieve their digital marketing objectives, such as increasing brand awareness, generating high-quality leads and conversions, and establishing thought leadership and trust with the target audience.

RESULTS



Keywords	Initial Ranking (1st June 22)	Feb/23	Google page no
pex valves suppliers	Not in Top 200	1	1
pex valves uk	Not in Top 200	3	1
vado dubai	Not in Top 200	5	1
mc Alpine plumbing products	Not in Top 200	5	1
comap suppliers	Not in Top 200	5	1
terrain drainage systems	Not in Top 200	7	1
pegler valves suppliers in dubai	Not in Top 200	8	1
floor drain suppliers in uae	Not in Top 200	8	1
pegler valves suppliers in uae	Not in Top 200	9	1
pegler yorkshire valves	Not in Top 200	10	1
terrain fittings	Not in Top 200	11	2

Ranking of
keywords
22/37
keywords
appearing in
1 & 2 Google
search

Ranking of
keywords
with Dubai
location
25/41
keywords
appearing in
1 & 2 Google
search

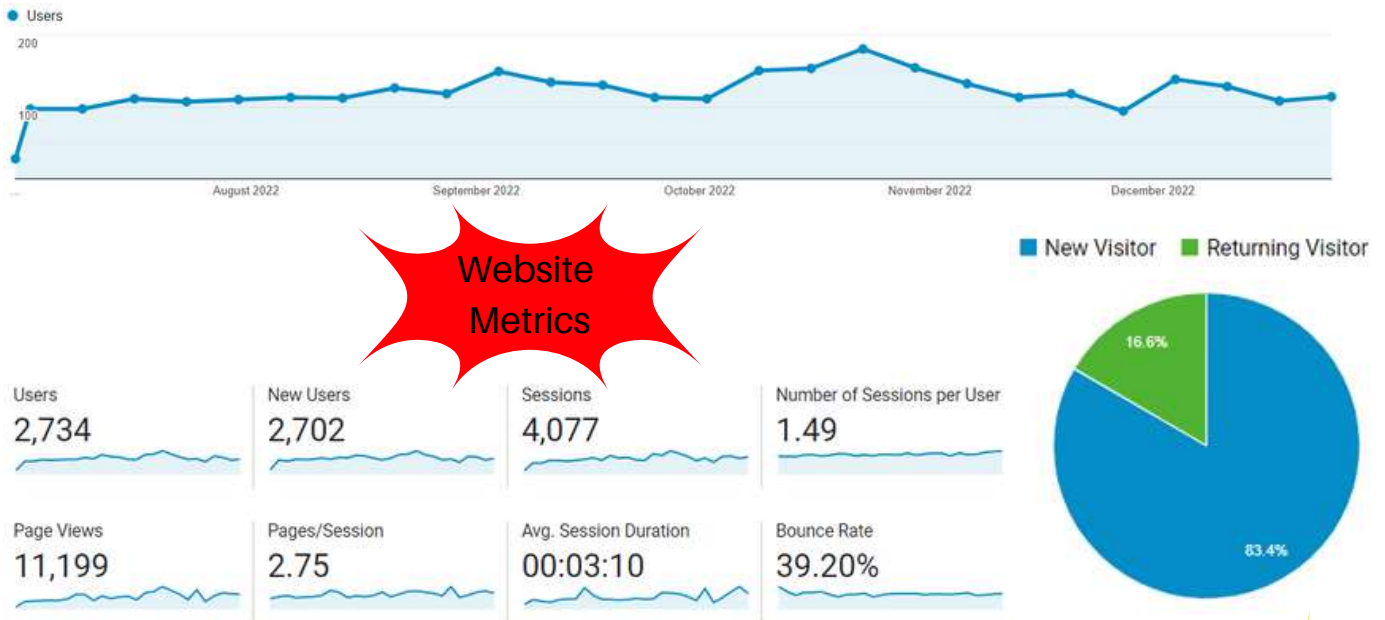
Keywords	Jan/23	Feb/23	Google Page Number
mc Alpine plumbing products dubai	1	1	1
pex valves suppliers dubai	17	1	1
Pex valves dubai	31	1	1
pipe lubricant dubai	2	2	1
pegler yorkshire valves dubai	31	3	1
comap suppliers dubai	27	4	1
vado dubai	30	5	1
float valves dubai	Not in Top 200	6	1
compression fittings dubai	38	7	1
angle valves dubai	Not in Top 200	7	1
pegler valves suppliers in dubai	24	8	1
terrain drainage systems dubai	27	8	1

Keywords	Jun/22	Feb/23	Google Page Number
mc Alpine plumbing products uae	Not in Top 200	1	1
Pex valves uae	Not in Top 200	2	1
pex valves suppliers uae	Not in Top 200	3	1
comap suppliers uae	Not in Top 200	5	1
pegler yorkshire valves uae	Not in Top 200	7	1
vado uae	Not in Top 200	7	1
terrain drainage systems uae	Not in Top 200	8	1
floor drain suppliers in uae	Not in Top 200	8	1
pegler valves suppliers in uae	Not in Top 200	9	1
pegler valves suppliers in uae	Not in Top 200	9	1
terrain fittings uae	Not in Top 200	10	1

Ranking of
keywords
23/42
keywords
appearing in
1 & 2 Google
search



RESULTS



Clicks Report

PDF CSV Excel

Show 30 entries

Search Company: obaid masood

Start Date: 01/01/2022

Comp.	Email	Web	Loc	Art	Ph	Toll	Mob	Whlsp
Obaid Masood Building Materials Trading LLC	15	486	35	18	115	0	169	274

Showing 1 to 1 of 1 entries (filtered from 178,799 total entries)

Listing on ATNinfo.com

Traffic Metric



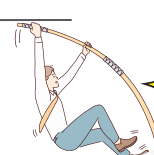


Ducon Industries Case Study

BACKGROUND & CHALLENGES

DUCON INDUSTRIES is one of the leading manufacturers and suppliers of the Concrete blocks in MENA region, serving the construction industry since 1969.

Being in the construction industry has a lot of challenges with the products being very technical in nature as well as high competition amongst the firms with a very niche audience. Limited customer engagement is also a significant challenge as most of the relationships are based on industrial contacts.



KEY METRICS



16

Keywords on first 3 pages in Google



41,180

Website Reach



20,560

New Users



26,464

Website sessions

OBJECTIVES



1

Increase Brand Awareness: To increase the visibility and recognition amongst the niche audience and to be more visible than the competitors.

2

Improving Engagement: The ultimate goal is to drive conversions, whether that means getting visitors to fill out a contact form, where they can learn more about the company's products and services and ultimately become a qualified lead for the sales team.

3

Educate Customers: To educate potential customers about the benefits of using concrete blocks, how they can be used in construction projects, and any relevant technical information that customers may be needed to make informed purchasing decisions.

TOOLS USED



Google My Business



Search Engine Optimization

SOLUTIONS

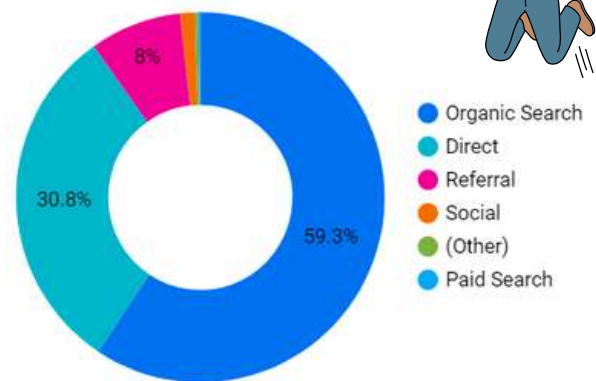


The lurking problem was that DUCON INDUSTRIES wasn't getting enough visibility on Google. To solve this we had done a keyword analysis and identified 30 keywords and initiated the SEO process. The following are the results ascertained over a year -

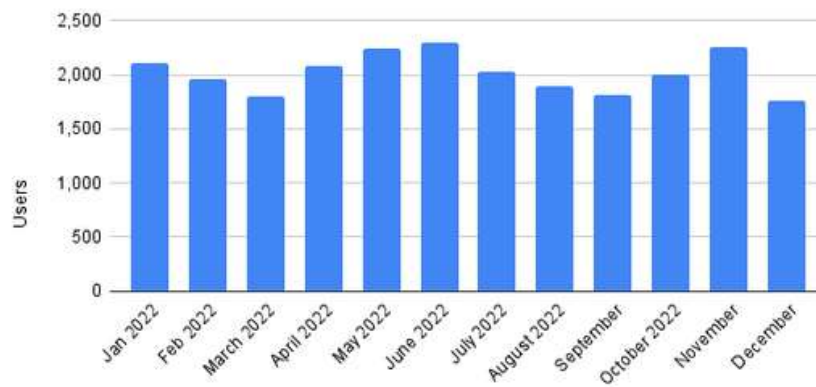
RESULTS

Keywords	Initial Ranking	03/Feb/23	Page No.
road base	Not in Top 100	2	1
road base material	Not in Top 100	2	1
road base supplier in dubai	Not in Top 100	2	1
interlock suppliers in dubai	4	3	1
paving tiles	Not in Top 100	4	1
Construction Aggregate	Not in Top 100	5	1
concrete tiles	Not in Top 100	5	1
pasco pavers	Not in Top 100	6	1
black sand	Not in Top 100	7	1
concrete blocks dubai	9	7	1
concrete pavers	Not in Top 100	9	1
landscaping companies in uae	Not in Top 100	21	3
sustainable concrete materials	Not in Top 100	21	3
landscaping companies in dubai	Not in Top 100	22	3
building materials suppliers in uae	Not in Top 100	24	3
building materials supplier dubai	Not in Top 100	27	3
green concrete materials in uae	Not in Top 100	32	4

Top Acquisition Channels

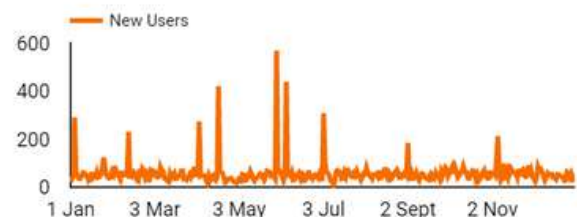
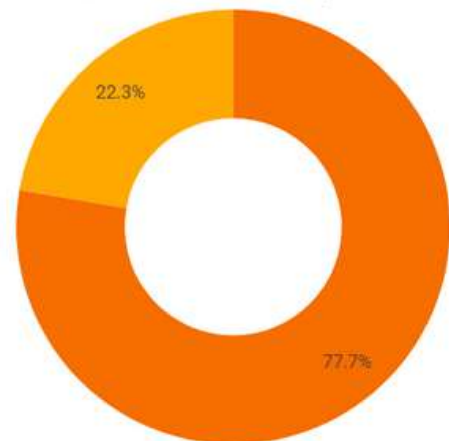


Users vs Date



Continent	Users	New Users
1. Asia	14,955	14,864
2. Europe	2,432	2,387
3. Americas	2,390	2,374
4. Africa	564	558
5. (not set)	335	335
6. Oceania	49	47

New Visitor Returning Visitor



E-Commerce





Advanced Media Technology Case Study



BACKGROUND & CHALLENGES

Advanced Media is the largest distributor of professional video, photo, broadcast and cinema equipment and accessories in the Middle East representing more than 100 recognizable brands.

Advanced Media faced challenges such as high competition, complex products, a limited target audience, expensive products, and rapidly changing technology.

OBJECTIVES



1

Increasing brand awareness and differentiation: From competitors is important for Advanced Media to stand out and attract potential customers. This can be achieved by developing a unique brand identity and messaging that resonates with the target audience.

2

Expanding the target audience: By identifying new customer segments and reaching them through targeted digital marketing efforts can help to increase sales and revenue. This can be achieved through targeted digital campaigns.

3

Establish the studio as a thought leader in the industry: Continuously optimize the disinfection company's website, landing pages, and online ads to increase conversion rates and improve the overall customer experience.



KEY METRICS



26/29

Keywords on first 2 pages in Google



118,000

Website Reach



59,000

New Users



AED 217K

Website revenue

TOOLS USED



Google My Business



Search Engine Optimization

SOLUTIONS

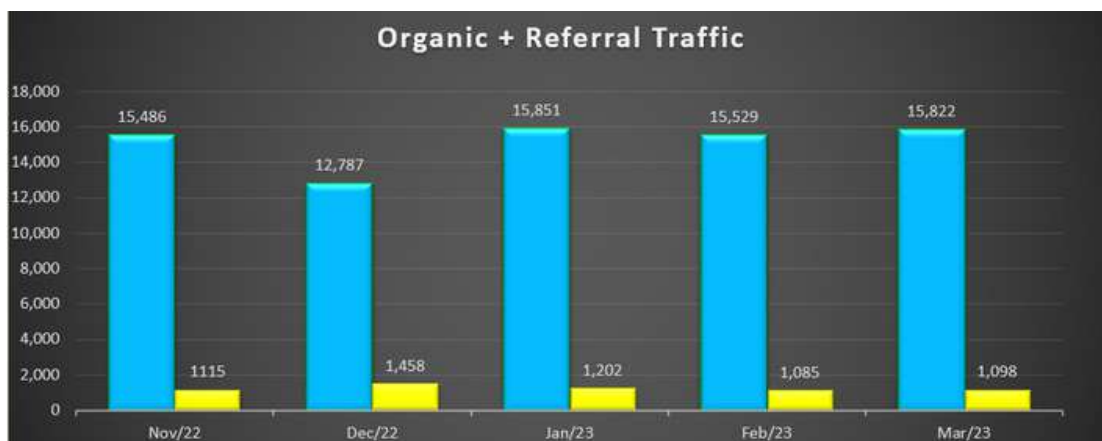
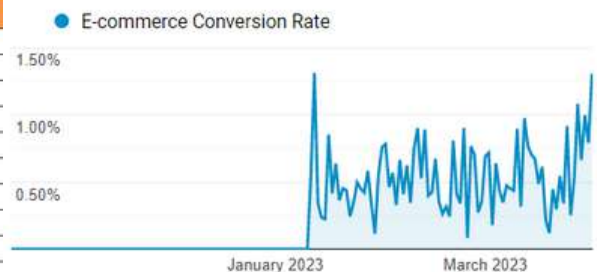


To overcome the challenges faced by Advanced Media, they invested in effective digital marketing strategies that focused on brand differentiation, clear product communication, expanding the target audience, increasing perceived value, and staying up-to-date with the latest technology trends.

RESULTS



Keywords	Initial Ranking	Mar/23	Page Number
Video Equipment Dubai	1	1	1
Newell Camera Battery Charger	Not in top 200	1	1
teradek wireless transmitter	NA	4	1
Sony UWP Wireless Audio	NA	4	1
red digital cinema komodo	NA	7	1
DJI Enterprise Matrice	6	7	1
Hollyland Wireless Video Dubai	9	7	1
zeiss lens	NA	7	1
teradek bolt	NA	8	1
Smallrig Camera Accessories	Not in top 200	8	1



Health & Wellness



Say Avenue
dental centre
more than just smiles

SNAPFITNESS-24-7

TYB
#TRANSFORM YOUR BODY



Bay Avenue Dental Centre Case Study

BACKGROUND & CHALLENGES

Founded in 2015, Bay Avenue Dental Centre boasts a team of specialists with a remarkable combined experience of over 25 years. Despite its relatively recent establishment, the company faced various hurdles in its pursuit of success.

The top challenges included enhancing organic engagement, satisfying consumer demands, and accurately identifying its target audience. Another key challenge was creating engaging content that could attract new followers and drive lead generation.



OBJECTIVES



1

Building Awareness: Establishing the center as a trusted and reputable provider of dental services in Dubai.

2

Improving Engagement: Encouraging two-way communication and interaction with current and potential patients to build a strong and loyal following.

3

Educating Patients: Sharing informative content about oral health, dental procedures, and the services offered by the center to educate and engage with patients.

KEY METRICS



12,950

Facebook Reach



20,930

Instagram Reach



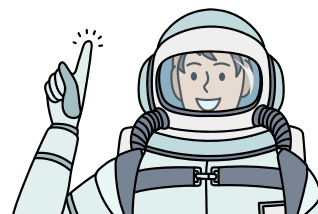
50.9%

Increase in followers

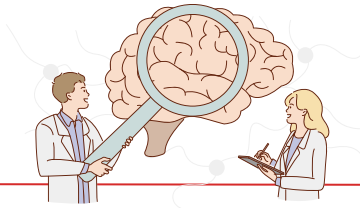
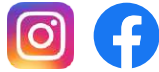


2,820

Profile visits



SOLUTIONS



The first task at hand was to increase the reach of the profile. In order to do that, the posts had to be more engaging, and as a dental company, the posts also had to be more educational. This aided in the organic growth of our followers, but it took some time to scale up the followers, as is typical for almost all social media platforms. But where we stand out in this is that Bay Avenue Dental's Instagram followers have increased by almost 50%.

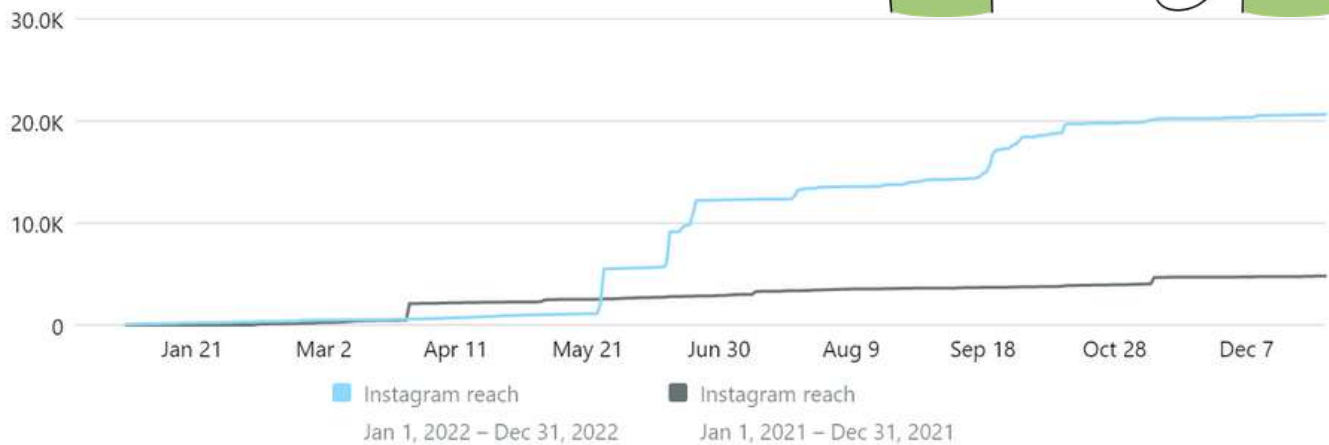
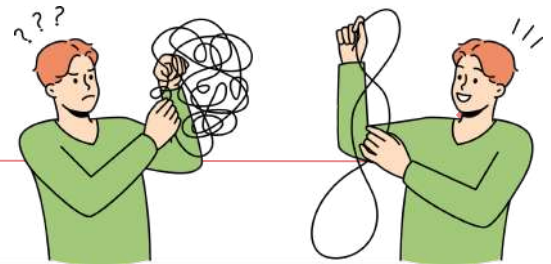
Facebook Page reach ⓘ

12,949 ↑ 131.9%

Instagram reach ⓘ

20,924 ↑ 336.4%

RESULTS



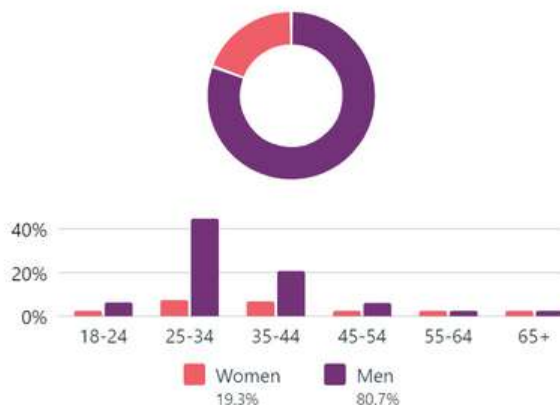
Facebook Page likes ⓘ

11,357

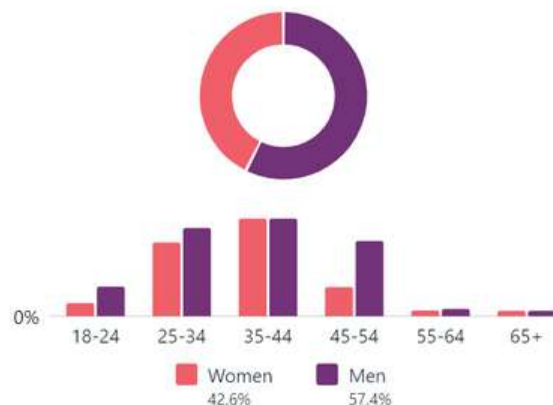
Instagram followers ⓘ

913

Age & gender ⓘ



Age & gender ⓘ



BACKGROUND & CHALLENGES

Snap Fitness is a privately owned and operated health and fitness club founded in 2003 by Peter Taunton. Its headquarters is in Chanhassen, Minnesota, United States. Snap Fitness is the world's premier 24/7 fitness franchise founded in 2003. With 2,000 clubs open or in development in 18 countries.

The fitness industry is highly competitive, with a large number of gyms and health clubs competing for customers' attention in the digital space. This makes it challenging for gym owners to stand out and reach their target audience effectively. However, this is easier said than done as gym owners also need to keep up with changing digital marketing trends and algorithms while maintaining a strong online presence and reputation.

OBJECTIVES

1

Develop a strong brand identity: Snap Fitness had an established brand image already with their presence being in more than 18 countries. But to further gain attention having a strong SEO strategy, helps to accomplish this.

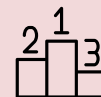
2

Build a community: Building a community of loyal customers can help Snap Fitness foster long-term relationships with their audience and increase customer retention. To achieve this, gyms can create social media groups, organize online events, and encourage members to share their experiences and fitness journey on digital platforms.

3

Leverage data-driven insights: By leveraging data-driven insights, Snap Fitness can optimize their digital marketing efforts and make informed decisions. This includes analyzing metrics such as website traffic, engagement rates, and conversion rates to identify areas of improvement and adjust their strategy accordingly.

KEY METRICS



15/23

Keywords appearing on 1 & 2 page in Google



130,000

Page Views



226,764

Organic & Referral Traffic



93,570

Website sessions

TOOLS USED



Google My Business



Google Ads



Web Dev & Maintenance



Search Engine Optimization

SOLUTIONS



To increase brand awareness and understanding of their services, Snap Fitness with the help of ATN info, conducted a comprehensive SEO audit and optimized their website to improve search engine rankings. Additionally, targeted PPC advertising could reach a wider audience and drive traffic to the website. To create engaging content, Snap Fitness could publish informative blog posts, videos, infographics, and case studies that showcase their expertise and solutions. Finally, by using analytics tools to measure and analyze the performance of their digital marketing campaigns, Snap Fitness optimized for better ROI.

RESULTS

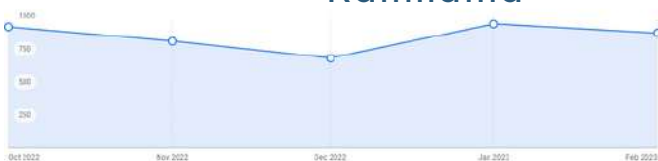


Keywords	Initial Ranking (Dec 20)	Feb/23	Google page no
gyms near media city	2	1	1
gym to lose weight	2	1	1
24 hours gym dubai	41	2	1
boxing classes for ladies in dubai	Not in Top 200	2	1
gyms in motor city	23	3	1
boxing classes near me	Not in Top 200	5	1
gyms downtown	12	6	1
boxing classes dubai	Not in Top 200	8	1
best boxing gym dubai	Not in Top 200	10	1
gym workout routines	18	11	2
nearest gym around me	11	11	2

Keyword
ranking
14/23
appearing
in 1 & 2 in
Google
search

4,206

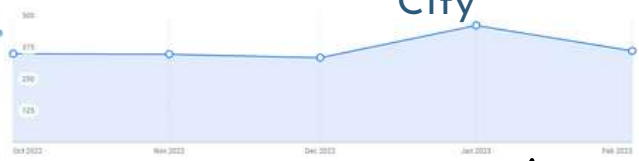
Business Profile Interactions ⓘ
+14.3% (vs Oct 2021 - Feb 2022)



Snap Fitness -
Rahmania

1,856

Business Profile Interactions ⓘ
+26.4% (vs Oct 2021 - Feb 2022)



Snap Fitness - Media
City

3,582

Business Profile Interactions ⓘ
+55.8% (vs Oct 2021 - Feb 2022)



Snap Fitness - Motor
City

GMB
Performance



RESULTS



Website Metrics

Users

68,251

New Users

68,151

Sessions

93,569

Number of Sessions per User

1.37

Page Views

129,233

Pages/Session

1.38

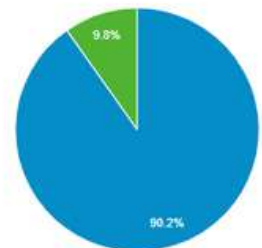
Avg. Session Duration

00:00:55

Bounce Rate

82.25%

■ New Visitor ■ Returning Visitor



Acquisition			
	Users	New Users	Sessions
	68,251	68,151	93,569
1 ■ Organic Search	59,079		
2 ■ Direct	8,622		
3 ■ Social	983		
4 ■ Referral	224		
5 ■ (Other)	10		
6 ■ Paid Search	2		

Acquisition
of website
users across
all
platforms





Transform your Body (TYB by Yasir Khan) Case Study

BACKGROUND & CHALLENGES



Transform your body (TYB by Yasir Khan) is the brainchild, sweat, and hard work of Yasir Khan. Having more than 5 branches and also having a qualitative advantage over most gyms in Dubai it had its own very unique challenges it had to overcome.

The three most important challenge it faced was -

1. Difficulty in targeting the right audience
2. Maintaining customer engagement
3. Adapting to ever-changing algorithms and technologies.

OBJECTIVES



1

Boost brand awareness: To overcome our primary challenge of finding the right audience we had to first increase the awareness of the brand.

2

Engage with customers: The second key objective was to build a community centered around the gym, giving rise to a loyal following which helps in customer retention.

3

Generate leads: Digital marketing can help to generate leads, such as email addresses or phone numbers, of potential customers who have expressed an interest in the gym's services.



KEY METRICS



2.08%
CTR (Click Through Rate)



AED 3.68
CPC (Cost Per Click)



943,289
Impressions



53,631
Website sessions

TOOLS USED



Google My Business



Google Ads



Web Dev & Maintenance



Facebook Ads

SOLUTIONS

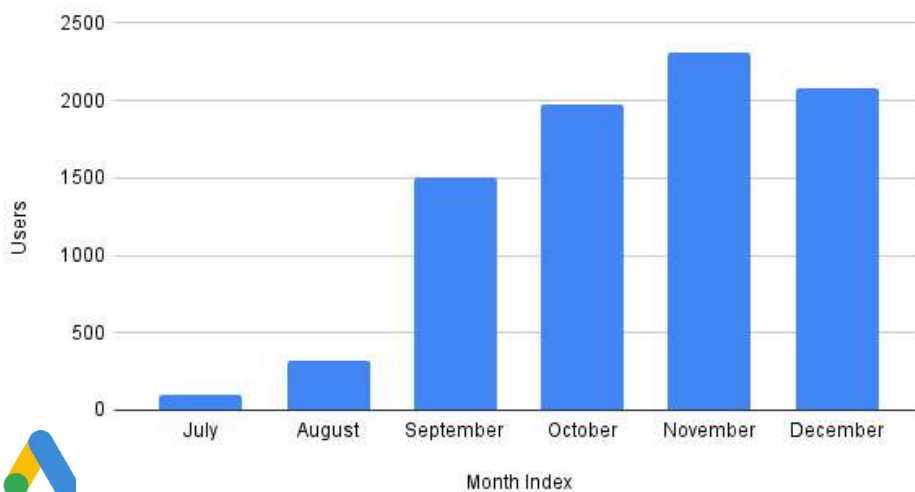


To boost brand awareness and increase the number of leads we had gone the Google Ads social media ads route. We had to target specific demographics based on interests, location, age, and gender. We also made use of Google analytics to measure the ROI, website traffic, social media engagement and lead generation. The results are as follows -



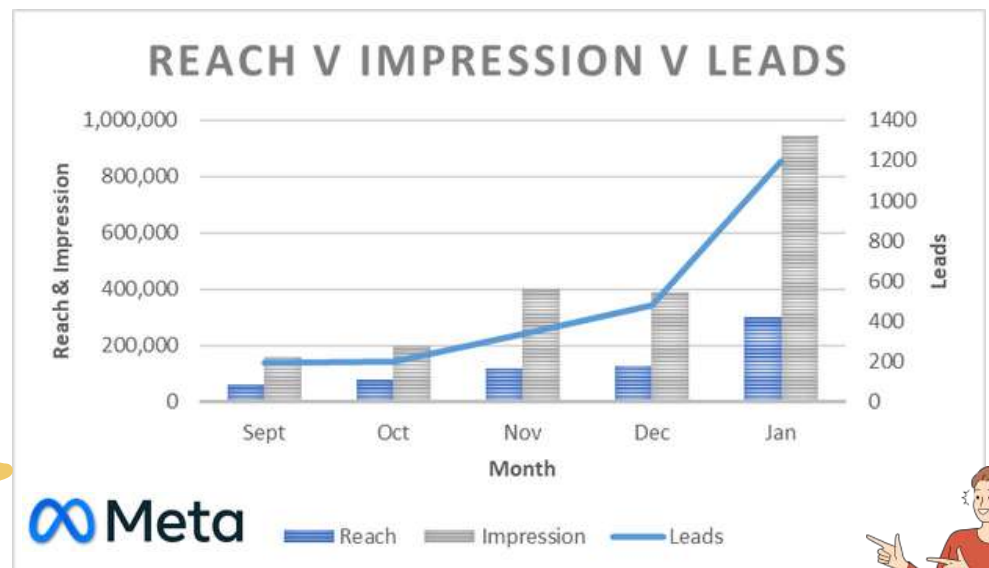
RESULTS

Users vs Month Index



Shows the number of users gained as a result of google Ads.

Shows the gradual increase of the leads, impression and reach over the months.





Yasmin Karachiwala's The PAD - Pilates & Dance Studio Case Study

BACKGROUND & CHALLENGES



The PAD is a Pilates and Dance studio in Dubai's Greens neighborhood that is owned by celebrity master instructor Yasmin Karachiwala.

One of the primary challenges is the saturation of the market. Another challenge is reaching the right target audience. It can be challenging to identify and effectively market to the specific group of people who are interested in Pilates and dancing classes.

OBJECTIVES



1

Brand awareness: Build and promote the brand identity of PAD fitness to create greater visibility and awareness within the target audience.

2

Drive traffic to the studio's website and social media pages: By directing potential customers to the website, the studio can provide them with more information about the classes, instructors, and facilities. This, in turn, can help build trust and credibility with the audience, encouraging them to sign up for classes

3

Establish the studio as a thought leader in the industry: This would position the studio as not just another "Yoga studio" but as a pioneer and also help introduce a lot more new yoga practices and also helps give PAD fitness the recognition it deserves.

KEY METRICS



10

Keywords on first 3 pages in Google



38,532

Website Reach



14,952

New Users



18,658

Website sessions

TOOLS USED



Google My Business



Search Engine Optimization



Web Dev & Maintenance

SOLUTIONS



We had to work on building a strong online presence through search engine optimization (SEO) techniques, such as optimizing website content and meta descriptions, to improve search engine rankings and drive more traffic to the website. This also helped PAD fitness to overcome market saturation, as getting more visibility through SEO on Google helped in increasing the lead generation.



RESULTS



Users
14,952



New Users
14,842



Number of Sessions per User
1.25



Pageviews
38,532



Pages / Session
2.07



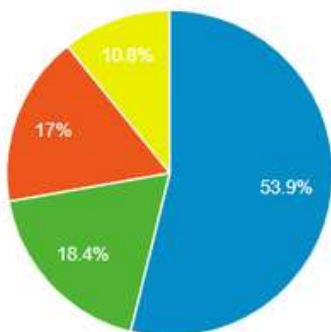
Avg. Session Duration
00:01:51



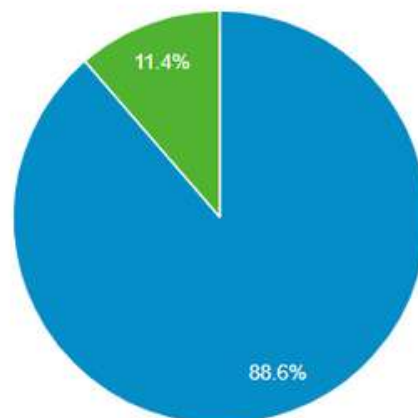
Keywords	Initial Ranking (10-July-2020)	Jan/23	Google page no
bollywood dance classes in dubai	Not in Top 100	1	1
trampoline exercise class	NA	7	1
pilates near me	Not in Top 100	12	2
pilates classes in dubai	60	11	2
Reformer Pilates Dubai	31	12	2
pilates dubai	Not in Top 100	16	2
pilates celebrities	NA	16	2
Best Pilates in Dubai	33	18	2

Top Channels

■ New Visitor ■ Returning Visitor



■ Organic Search
■ Direct
■ Referral
■ Social
■ (Other)
■ Paid Search



IT Solutions





Axletree: Solutions Inc - Financial Connectivity Case Study

BACKGROUND & CHALLENGES



Axletree Solutions is a premier financial technology solutions provider, helping businesses unlock easy bank connectivity, seamless enterprise financial management, and business intelligence insights.

Axletree being a financial solution company had the challenge of marketing to a relatively niche audience while at the same time marketing financial solution products which are complex in nature as well increasing enquiries through website.

OBJECTIVES



1

Building Brand Visibility: To increase the visibility and recognition of a financial solution company's brand among its target audience.

2

Improving Engagement: The ultimate goal is to drive conversions, whether that means getting visitors to fill out a contact form, sign up for a free trial, or purchase a financial product or service.

3

Improve customer engagement and retention: By engaging with customers through various digital channels, financial solution companies can build stronger relationships and encourage customer loyalty.

KEY METRICS

ATTENTION PLEASE



10

Keywords on first 5 pages in Google



72,540

Website Reach



23,500

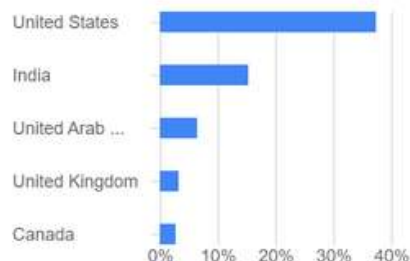
New Users



48,860

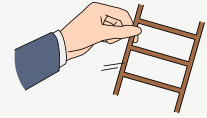
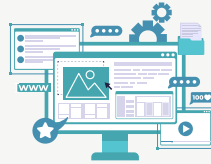
Website sessions

Sessions by country



SOLUTIONS

The primary problem we had to resolve was the reach of Axletree website. For this we had optimized the website using keywords for SEO purpose and also focused on increasing the website speed through web development. As a result the share or organic search and direct search increased exponentially which was a direct result of the increased ranking of the keywords

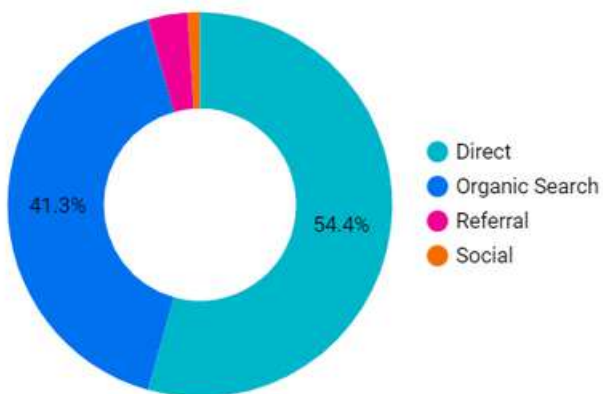


RESULTS



Keywords	Initial Ranking (05-July-2021)	Feb/23	Google page no
payment hubs	32	2	1
financial messaging translation	Not in Top 100	3	1
Swift Service Bureau	23	4	1
cash and bank account management	Not in Top 100	4	1
swift connectivity	16	6	1
bank connectivity	36	11	2
us faster payments council	Not in Top 100	11	2
swift GPI	56	13	2

Top Acquisition Channels ↑ ↓ A-Z ⋮



Users and New Users



Golden Avenue Technology LLC Case Study

BACKGROUND & CHALLENGES

Golden Avenue Technology LLC, is an end-to-end IT service company with more than 10+ years of experience and having completed more than 320+ projects completed.

Golden Avenue's main challenge was the amount of competition it was facing despite having a USP and various other 'stand out factors' it struggled to get visibility in Google.



KEY METRICS



16

Keywords on first 3 pages in Google



41,180

Website Reach



20,560

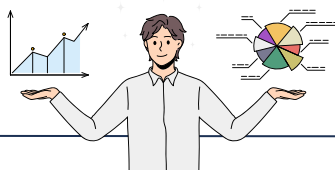
New Users



26,464

Website sessions

OBJECTIVES



1

Increasing website traffic: To increase the visibility and recognition amongst the niche audience and to be more visible among the competitors.

2

Generating leads and driving sales: The ultimate goal is to drive conversions, whether that means getting visitors to fill out a contact form, where they can learn more about the company's products and services and ultimately become a qualified lead for the sales team.

3

Establishing thought leadership: To use digital marketing tools to establish themselves as thought leaders in their industry. This can be achieved through content marketing, such as publishing whitepapers, blog posts, and other thoughtful leadership content.

SERVICES USED



Google My Business



Search Engine
Optimization



Web Dev & Maintenance



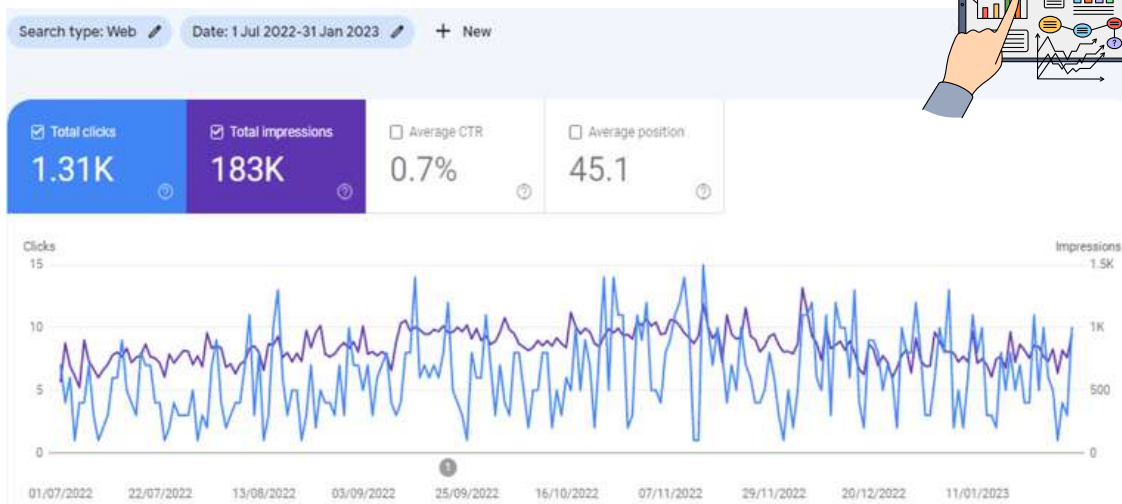
Google Ads

SOLUTIONS

Golden Avenue Tech was facing a visibility challenge in Google, which was impacting their online presence and business growth. To solve this issue, we implemented a two-pronged approach that involved conducting keyword research and optimizing their Google My Business (GMB) listing. By conducting extensive keyword research, we identified the most relevant and high-traffic keywords for their business and incorporated them into their website content and meta tags



RESULTS



SESSION DEFAULT ...	SESSIONS
Organic Search	97 ↑ 3.2%
Direct	23 ↑ 91.7%
Organic Social	6 ↑ 100.0%
Referral	5 -
Unassigned	2 ↑ 100.0%
Paid Search	2 -

Keywords

Keywords	Initial Ranking	Jan/23	Google page no
wifi solution provider in dubai	Not in Top 100	1	1
server room setup	Not in Top 100	2	1
pabx solutions	Not in Top 100	13	2
IT amc service in dubai	32	15	2
cctv installation companies in dubai	Not in Top 100	15	2
cctv services in uae	Not in Top 100	27	3

Google Analytics -Top 10 Landing Pages (1st Jul 2022 - 31st Jan 2023):									
Landing Page	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
/	534	500	695	2.45%	4.56	0:01:51	32.37%	225	0.00
/ugreen/	460	457	514	0.00%	4.36	0:01:46	40.47%	208	0.00
/fiber-optic-solutions/	71	69	76	0.00%	4.05	0:02:21	31.58%	24	0.00
/what-does-an-it-services-company-do/	55	55	59	0.00%	2.58	0:00:50	8.47%	5	0.00
/contact/	39	6	47	0.00%	2.85	0:01:23	25.53%	12	0.00
/6-steps-for-your-small-business-server-room-	37	36	38	5.26%	2.00	0:00:01	0.00%	0	0.00
/about/	21	10	23	8.70%	5.22	0:03:02	21.74%	5	0.00
/home-automation/	21	18	21	0.00%	4.38	0:02:26	33.33%	7	0.00
/wifi-solutions/	19	18	20	0.00%	5.40	0:05:19	40.00%	8	0.00
/cctv-solutions/	18	13	27	0.00%	6.37	0:04:49	33.33%	9	0.00
Total	1275	1182	1520	1.64%	4.18	0:02:23	26.68%	503	0.00





Zoom Line Networks Technology LLC Case Study

BACKGROUND & CHALLENGES

Zoom Line Networks Technology is one of the fastest growing IT, Networking & Security solutions distributor of premium-quality products & renowned brands in the Middle East and Africa, houses other entities in the ME region.

Zoomline Networks faced challenges in keeping up with evolving technologies, managing competition, balancing data-driven decision-making with privacy concerns and generating ROI while managing budgets. Effective communication and collaboration are essential for delivering successful campaigns.

OBJECTIVES

1

Focus on unique value proposition: To stand out from the competition, Zoomline needed to identify their unique value proposition and communicate it effectively to clients. This involved focusing on the exclusive distributor status for various brands

2

Generate Leads and Drive Sales: For Zoomline, an important objective of digital marketing is to generate leads and drive sales. This requires creating targeted and compelling content, optimizing landing pages using marketing automation tools to nurture leads and move them through the sales funnel.

3

Leverage data-driven insights: By leveraging data-driven insights, Zoomline can optimize their digital marketing efforts and make informed decisions. This includes analyzing metrics such as website traffic, engagement rates, and conversion rates to identify areas of improvement and adjust their strategy accordingly.

KEY METRICS



11/37

Keywords appearing on 1 & 2 page in Google



51,204

Page Views



9,780

Organic & referral traffic



53,631

Website sessions

TOOLS USED



Google My Business



Google Ads



Web Dev & Maintenance



Search Engine Optimization

SOLUTIONS



To focus on the unique value proposition, Zoomline with the help of ATN media conducted a thorough analysis of their products and services to identify what sets them apart from the competition. To generate leads and drive sales, Zoomline implemented a comprehensive digital marketing strategy that includes search engine optimization & pay-per-click advertising. By creating targeted and compelling content and optimizing landing pages. To leverage data-driven insights, Zoomline used Google Analytics that tracks key metrics such as website traffic, engagement rates, and conversion rates. This data can be used to identify areas of improvement and adjust the digital marketing strategy accordingly.

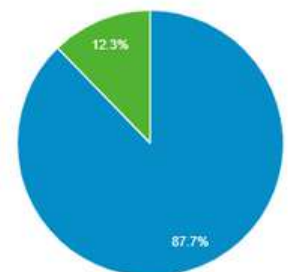
RESULTS



Website Metrics



■ New Visitor ■ Returning Visitor



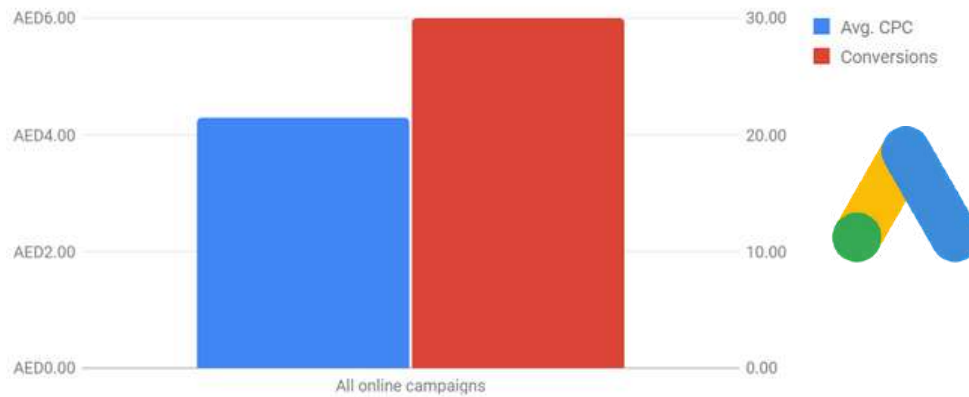
Keywords	Initial Ranking (06-May-2021)	Feb/23	Google page no
Fibre Splitters Dubai	NA	1	1
DConnect Dubai	NA	1	1
toten cabinets	Not in Top 100	3	1
ftth cable	Not in Top 100	4	1
TOTEN	NA	4	1
power distribution unit Dubai	NA	5	1
ftth cabinet Dubai	NA	7	1
Eaton ups Dubai	NA	7	1
media converter Dubai	NA	9	1
TOTEN Dubai	NA	15	2
Optronics Dubai	NA	20	2

Keyword ranking 11/37 appearing in 1 & 2 in Google search



RESULTS

Organic & Referral Traffic



KEY METRICS



4.87%
CTR (Click Through Rate)



AED 2.57
CPC (Cost Per Click)



709
Clicks

Clicks Report

PDF CSV Excel

Show 30 entries

Search Company: Zoom line networks

Start Date: 01/01/2022

Comp	Email	Web	Loc	Art	Ph	Toll	Mob	Whisp
Zoom Line Networks Technology LLC	17	497	6	19	36	0	121	245

Listing on
ATNinfo.com



Maintenance Services

molto**care**



BACKGROUND & CHALLENGES

Based in Dubai, **molto**care**** is a certified disinfection company that enables clean and healthy indoor air quality in a specialized and eco-friendly manner.

One of the major challenges is creating a distinctive brand identity and standing out from the competition. . Another challenge is establishing trust and credibility with potential customers, who may be skeptical of the efficacy of disinfection services. Additionally, it was a struggle to effectively target their desired audience



KEY METRICS

**10**

Keywords on first 3 pages in Google

**25,220**

Website Reach

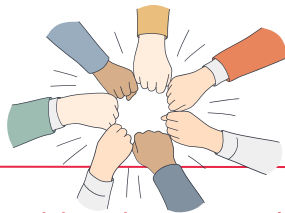
**13,140**

New Users

**16,160**

Website sessions

OBJECTIVES

**1**

Brand awareness: Build and promote the brand identity of **molto**care**** to create greater visibility and awareness within the target audience.

2

Improving Engagement: The ultimate goal is to drive conversions, whether that means getting visitors to fill out a contact form, where they can learn more about the company's products and services and ultimately become a qualified lead for the sales team.

3

Conversion optimization: Continuously optimize the disinfection company's website, landing pages, and online ads to increase conversion rates and improve the overall customer experience.



TOOLS USED



Google My Business



Search Engine Optimization



Web Dev & Maintenance



Google Ads

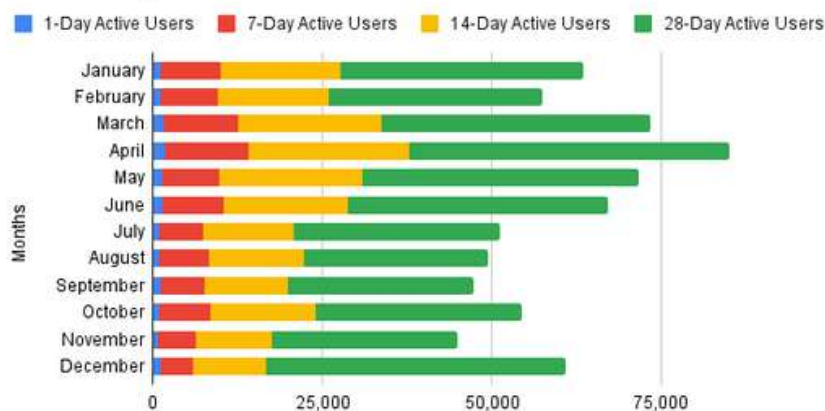
SOLUTIONS



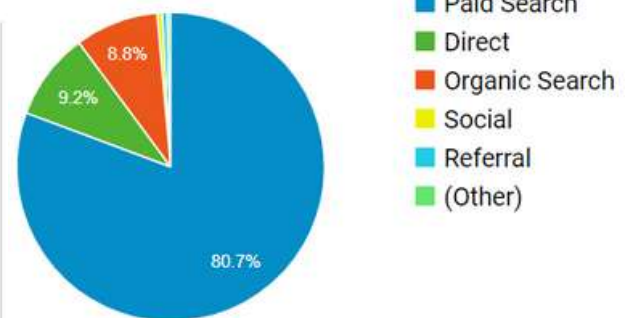
Moltocare faced the challenge of reaching their intended audience effectively. To address this, we employed several strategies, starting with Search Engine Optimization (SEO). We conducted in-depth keyword research and optimized the Google My Business (GMB) page, ensuring that **molto**care appeared at the top of search results. Additionally, we utilized Google Ads to increase visibility and drive traffic to the newly developed website. By combining these tactics, we successfully connected **molto**care with their target audience, boosting their online presence and driving growth for the business.

RESULTS

1-Day Active Users, 7-Day Active Users, 14-Day Active Users and 28-Day Active Users



Top Channels



Page Views



Page Views

25,218



Unique Page Views

19,006

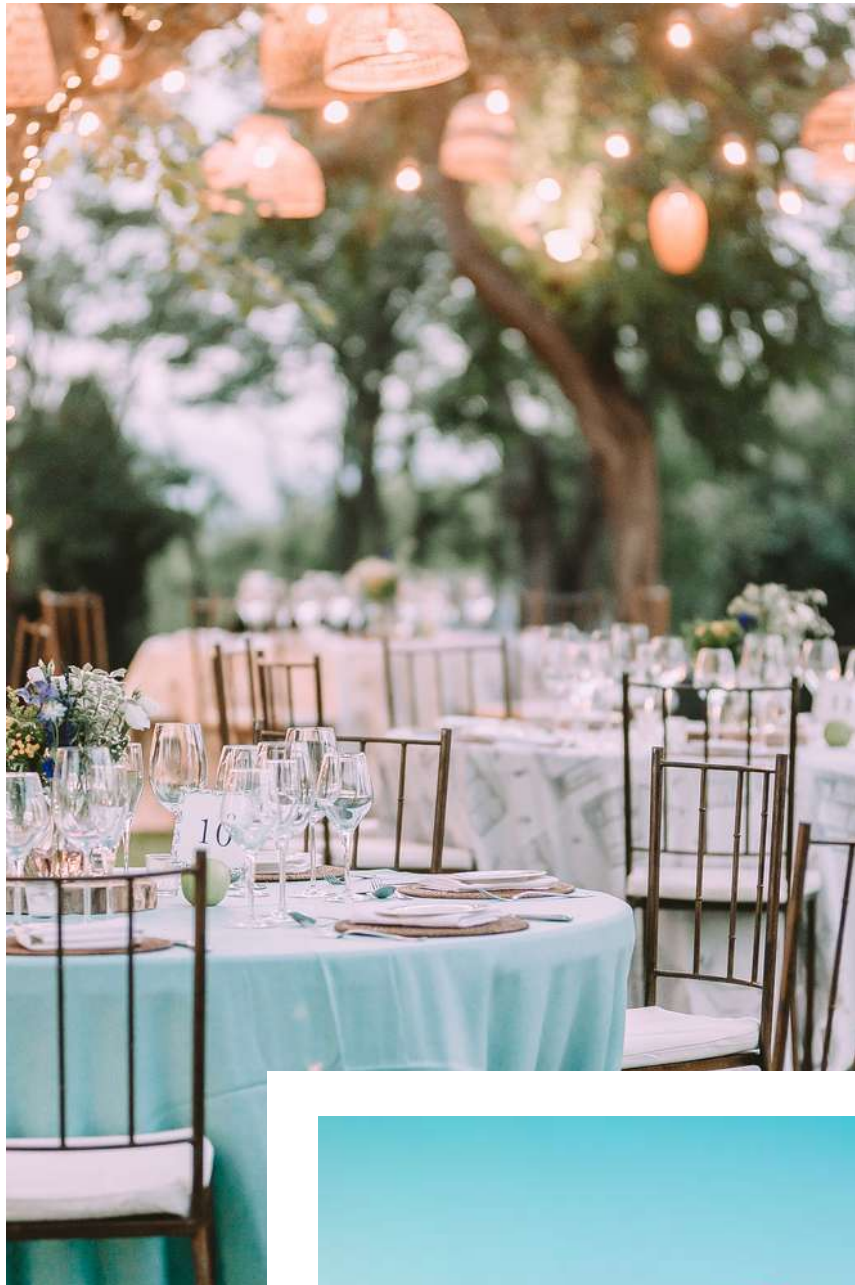


Avg. Time on Page

00:01:20



Event Planners



RGV Events and Weddings Case Study

BACKGROUND & CHALLENGES



RGV Events and Weddings was started in the year 2000 by a young female entrepreneur. The company has always worked with the vision of "Dreams are Reality", something that it strives for even to this date. RGV Events is an award-winning destination wedding planner in Dubai.

The pre-eminent challenge was the high competition in the wedding planner industry in Dubai and followed with identifying the target audience.

OBJECTIVES



1

Brand awareness: Build and promote the brand identity of RGV events to create greater visibility and awareness within the target audience.

2

Drive traffic to the studio's website and social media pages: By directing potential customers to the website, the studio can provide them with more information about the classes, instructors, and facilities. This, in turn, can help build trust and credibility with the audience, encouraging them to sign up for classes

3

Establish the studio as a thought leader in the industry: Continuously optimize the RGV Events website, landing pages, and online ads to increase conversion rates and improve the overall customer experience.

KEY METRICS



10

Keywords on first 3 pages in Google



16,725

Website Reach



2,034

New Users



3,043

Website sessions

TOOLS USED



Google My Business



Search Engine Optimization



Web Dev & Maintenance

SOLUTIONS



In order to increase website traffic and search engine rankings, building a strong online presence with a professional website, using search engine optimization (SEO) strategies, like enhancing website content and meta descriptions, managing online reviews, creating engaging content, and building relationships with other vendors. By combining these strategies, RGV events expanded their reach and attracted new clients.



RESULTS



Session Duration Bucket ?	Page Views ?
0-10 seconds	3,217
11-30 seconds	911
31-60 seconds	932
61-180 seconds	1,681
181-600 seconds	2,392
601-1800 seconds	2,642
1801+ seconds	4,950



Users
2,004



Pageviews
16,725



New Users
1,996



Pages / Session
5.5



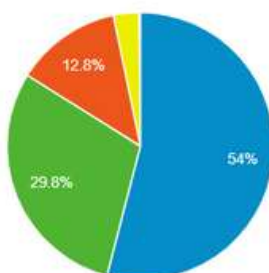
Number of Sessions per User
1.52



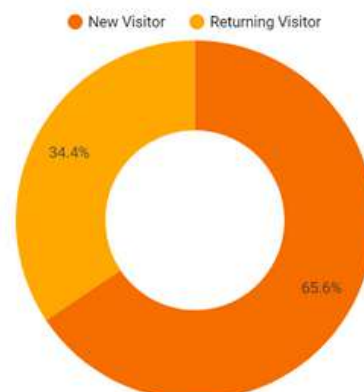
Avg. Session Duration
00:04:13



Top Channels



- Organic Search
- Direct
- Social
- Referral
- (Other)





Sunset Events Production Case Study

BACKGROUND & CHALLENGES



Established in 2007, Sunset Events is a Dubai-based company providing the most prolific sound, visual, led screen, and staging systems. The latest technology equipment and best-in-class customer service have made them one of the leading events companies in Dubai.

The two big challenges that Sunset Events faced in digital marketing was standing out in a crowded online marketplace and effectively targeting the right audience.

OBJECTIVES



1

Brand awareness: Build and promote the brand identity of Sunset Events to create greater visibility and awareness within the target audience.

2

Generate leads and increase conversions: This objective involves using digital marketing strategies such as email marketing, social media advertising, and search engine optimization to generate leads, increase website traffic, and ultimately drive more sales and revenue.

3

Establish the studio as a thought leader in the industry: Continuously optimize the Sunset Events website, landing pages, and online ads to increase conversion rates and improve the overall customer experience.

KEY METRICS



11

Keywords on first 3 pages in Google



16,725

Website Reach



2,034

New Users



3,043

Website sessions

TOOLS USED



Google My Business



Search Engine Optimization

SOLUTIONS



In order to increase website traffic and search engine rankings, building a strong online presence with a professional website, using search engine optimization (SEO) strategies, like enhancing website content and meta descriptions, managing online reviews, creating engaging content, and building relationships with other vendors. By combining these strategies, Sunset events expanded their reach and attracted new clients.



RESULTS



Keywords	Initial Ranking (24-May-2021)	Feb/23	Google page no
Event Fabrication Dubai	NA	3	1
event production company in dubai	Not in Top 100	5	1
led screen rental	Not in Top 100	6	1
av rental companies in dubai	Not in Top 100	7	1
av equipment rental	Not in Top 100	9	1
audio visual company dubai	Not in Top 100	13	2
av companies in abu dhabi	Not in Top 100	15	2
Audio Visual Services Dubai	NA	15	2
sound system rental dubai	Not in Top 100	16	2
av companies dubai	Not in Top 100	17	2
Audio Visual Production Dubai	NA	17	2
audio visual companies dubai	Not in Top 100	21	3
audio visual company uae	Not in Top 100	24	3
event company in dubai	NA	34	4
Audio Visual Production	NA	60	6
event equipment rental dubai	NA	90	9
Audio Visual Services	NA	187	19

Monthly Keywords ranking of - 11/17
Keywords are ranked in the 1, 2 & 3 page in Google search



Interior Design



DNL GROUP



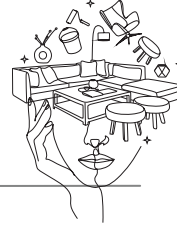
DESIGN . BUILD

GDM
INTERIORS





DNL Design LLC Case Study



BACKGROUND & CHALLENGES

Founded in 2008, DNL Design is a leading provider of interior design services, consultancy, and commercial fit-outs in GCC and India. The company was established more than a decade back and is an unparalleled platform for all of your interior design or fit-out needs.

Interior design companies face challenges in standing out among competitors, showcasing their work, keeping up with trends, educating clients, and measuring ROI. To overcome these challenges, focusing on building a strong brand identity, creating high-quality content, and using digital marketing tools to increase their online visibility is necessary.

OBJECTIVES

1

Increase brand awareness: Digital marketing can help DNL reach a wider audience and increase their brand awareness. This can be achieved through various digital marketing channels such as social media, SEO, and online advertising.

2

Showcase expertise and portfolio: Digital marketing can also be used to showcase an interior design company's expertise and portfolio. By creating informative and visually appealing content, such as blog posts and social media posts

3

Generate leads and increase sales: The ultimate goal of digital marketing for an interior design company is to generate leads and increase sales. By creating targeted and effective digital marketing campaigns, DNL can attract potential customers and convert them into paying clients.

KEY METRICS



93,000
FACEBOOK REACH



125,720
INSTAGRAM REACH



2,000
PROFILE VISITS



53,631
Website sessions

TOOLS USED



Google My Business



Google Ads



Web Dev & Maintenance



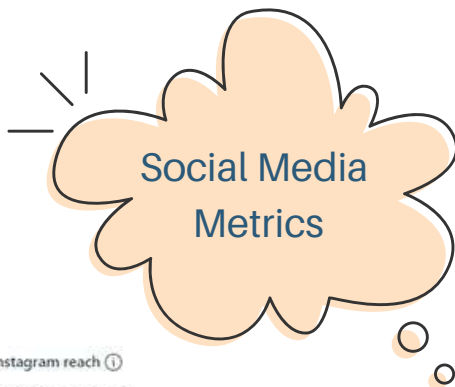
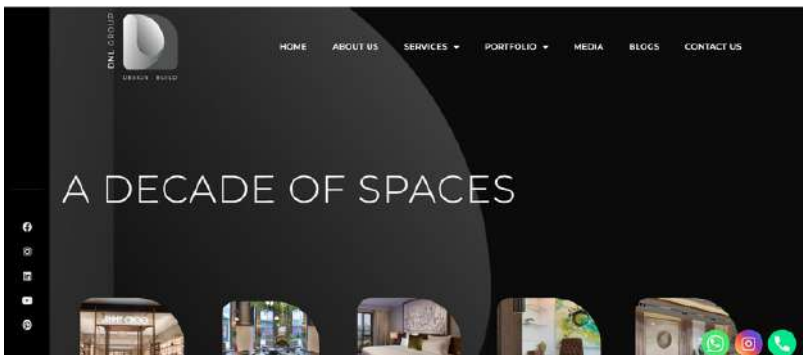
Facebook Ads

SOLUTIONS



To overcome the challenges of digital marketing of DNL , we used targeted advertising, created engaging content, showcased their work on visual platforms, optimized their website for search engines, collaborated with other businesses, and offered personalized services. By implementing these strategies, DNL reached the right audience, showcased their expertise, and built relationships with clients, leading to a successful online presence.

RESULTS



Reach

Compare your reach from this period to the previous one.

Facebook Page reach ⓘ

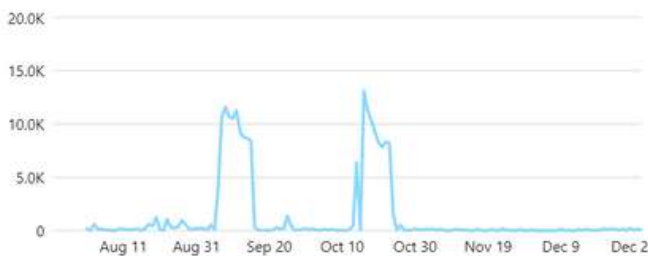
92,726 ↑ 1.6K%

Instagram reach ⓘ

125,270 ↑ 881.3%

Instagram reach ⓘ

122,889 ↑ 699.1%



Instagram profile visits ⓘ

1,989 ↑ 54.3%





GDM Interiors Case Study

BACKGROUND & CHALLENGES

GDM Interiors has established itself as one of Dubai's leading interior design and interior fit-out companies.

GDM Interiors faced several challenges in digital marketing, including standing out in a crowded market, building a strong online presence, generating quality leads, limited budget, and keeping up with changing trends and technology. This requires understanding their target audience, creating engaging content, building trust and credibility, managing online reviews, and adapting to new platforms and technologies.

OBJECTIVES

1

Increase Brand Awareness: To increase the visibility and recognition amongst the niche audience and to be more visible than the competitors.

2

Drive traffic to the website : By directing potential customers to the website, GDM can provide them with more information about their previous projects and the services they provide.

3

Generate leads and increase sales: The ultimate goal of digital marketing for an interior design company is to generate leads and increase sales. By creating targeted and effective digital marketing campaigns, GDM interiors can attract potential customers and convert them into paying clients.

KEY METRICS



12/25

Keywords appearing in 1st & 2nd page in Google



7,555

Website Reach



4,747

New Users



6,422

Website sessions

TOOLS USED



Google My Business



Search Engine Optimization



Web Dev & Maintenance

SOLUTIONS



To overcome the challenges of digital marketing of GDM interiors , we used targeted advertising, created engaging content, showcased their work on visual platforms, and optimized their website for search engines. By implementing these strategies, GDM interiors reached the right audience, showcased their expertise, and built relationships with clients, leading to a successful online presence.

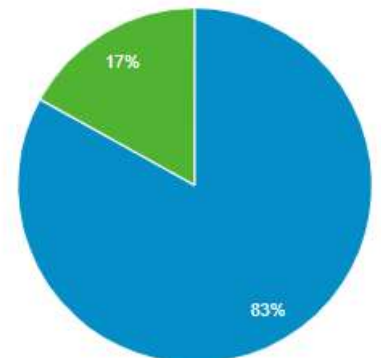
RESULTS



Keywords	Ranking (05-Nov-	Feb-23	Google Page No
joinery companies in dubai	3	1	1
commercial fit out company in dubai	25	2	1
best fit out companies in dubai	43	6	1
office fit out companies in dubai	30	6	1
high end residential interior design	NA	9	1
retail interior design	NA	10	1
villa interior design	Not in Top 100	15	2
interior fit out companies in dubai	57	20	2

Keyword Rankings

■ New Visitor ■ Returning Visitor



Visitor Metrics

11:59 ✓



Website Metrics

Website users



Fire System Supplier



GENERAL
INTERNATIONAL



RESCO





General International Group Case Study

BACKGROUND & CHALLENGES

General International Group (GIG) is a certified engineering solution provider, having more than thirty-eight years of experience in providing complete security solutions. They offer a wide range of products from Fire Alarm Systems, fighting equipment, access control systems, and so much more.

General International Group, faced challenges in digital marketing due to the complex nature of their products and services, highly competitive industry, strict regulations. These factors make it difficult to effectively stand out from competitors,

OBJECTIVES

1

Building brand awareness: This can be achieved through various strategies, such as social media marketing, and search engine optimization (SEO).

2

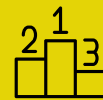
Generating leads: Digital marketing should help General International attract potential customers who are interested in their products and services. This can be done through targeted advertising, lead generation campaigns, and content marketing.

3

Improving conversion rates: Digital marketing can help the company convert more leads into paying customers. This can be achieved through tactics such as optimizing landing pages, improving the user experience on the website, and using retargeting campaigns to bring potential customers back to the site.



KEY METRICS



133

Keywords across
MENA & East Africa



28,708

Website Reach



31,129

Page Views



16,750

Website sessions

TOOLS USED



Google My Business



Search Engine
Optimization



Web Dev & Maintenance

SOLUTIONS



it's important to use a range of strategies such as SEO, content marketing, customer engagement, and conversion rate optimization. These tactics helped increase brand awareness, generate leads, drive website traffic, improve customer engagement, and ultimately lead to more sales and revenue. By using a mix of these strategies and continually analyzing and refining them, helped General International Group achieve its digital marketing goals and grow its business.

RESULTS



Keywords	Initial Ranking	Feb-23	Google page no
RO plant maintenance	Not in Top 100	4	1
potable water purification	Not in Top 100	5	1
maintenance of fire extinguishers	Not in Top 100	7	1
MEP maintenance	Not in Top 100	8	1
cctv systems	Not in Top 100	11	2
cctv camera installation	Not in Top 100	13	2
gate barrier system	Not in Top 100	20	2
RO plant maintenance Dubai	Not in Top 100	1	1
maintenance of fire extinguishers Dubai	Not in Top 100	1	1
intrusion detection system Dubai	Not in Top 100	3	1
MEP maintenance Dubai	Not in Top 100	6	1
maintenance of fire extinguishers in abu dhabi	Not in Top 100	1	1
RO plant maintenance in abu dhabi	Not in Top 100	1	1
intrusion detection system in abu dhabi	Not in Top 100	1	1
MEP maintenance in abu dhabi	Not in Top 100	1	1
fire hose reel in abu dhabi	Not in Top 100	2	1
access control systems in abu dhabi	Not in Top 100	4	1
potable water purification in abu dhabi	Not in Top 100	6	1
fire system maintenance in abu dhabi	Not in Top 100	8	1
cctv systems in abu dhabi	Not in Top 100	9	1
gate barrier system in abu dhabi	Not in Top 100	11	2
energy saving solutions in abu dhabi	Not in Top 100	12	2
cctv camera installation in abu dhabi	Not in Top 100	13	2
fire fighting company in abu dhabi	Not in Top 100	13	2
Fire sprinkler system in abu dhabi	Not in Top 100	13	2

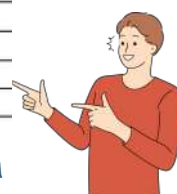
Monthly
Keywords
ranking in
UAE
Keywords
are ranked
in the 1st &
2nd pages



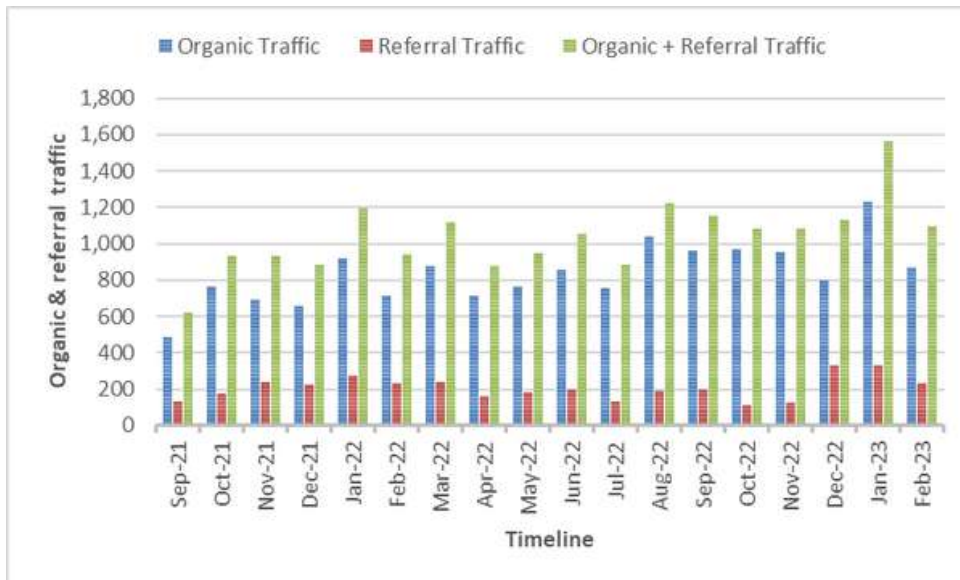
Monthly Keywords
ranking of East
Africa

Keywords	Nov-21	Feb-23	Page No.
Fire Alarm East Africa	Not in Top 100	1	1
Fire Alarm control panel East Africa	Not in Top 100	1	1
Fire alarm system East Africa	Not in Top 100	1	1
water filtration & purification systems East Africa	Not in Top 100	1	1
sewage and waste water disposal East Africa	Not in Top 100	1	1
potable water purification East Africa	Not in Top 100	1	1
Fire sprinkler system East Africa	Not in Top 100	1	1
fire resistant insulation material East Africa	Not in Top 100	1	1
gate barrier system East Africa	Not in Top 100	1	1

26/27 keywords appearing in the first page of Google search



RESULTS



Graph shows an overview of the organic and referral traffic from 2021 to 2022

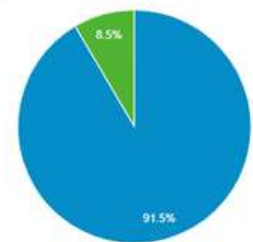
Website metrics

Visitor Metrics

11:59 ✓



New Visitor Returning Visitor



Goal completions





RESCO Electromechanical LLC Case Study

BACKGROUND & CHALLENGES

RESCO- **R**eliable **E**ngineering **S**olutions **C**ompany is a global engineering solutions provider that provides Life Safety & Security Solution in Dubai. They are one of the leading fire protection solution providers in Dubai and export our products all over the globe.

RESCO faced several challenges in digital marketing, including limited awareness and understanding of their services among the general public, and intense competition in the market. They also struggled with reaching the right audience and measuring the effectiveness of their digital marketing efforts.

OBJECTIVES

1

Increase brand awareness: To overcome the limited awareness and understanding of their services, fire protection solution providers should focus on increasing their brand visibility and awareness through various digital marketing channels such as search engine optimization (SEO), and pay-per-click (PPC) advertising.

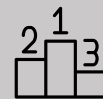
2

Create engaging and relevant content: RESCO should create content that is informative, educational, and engaging for their target audience. They can use a mix of formats, such as blog posts, videos, infographics, and case studies to showcase their expertise and solutions.

3

Measure and analyze digital marketing efforts: RESCO should use digital marketing analytics tools to track the effectiveness of their marketing campaigns. By analyzing key performance indicators (KPIs) such as website traffic, they can optimize their campaigns and improve their return on investment (ROI).

KEY METRICS



8/12

Keywords appearing on 1 & 2 page in Google



15,550

Page Views



5,910

Organic & Referral Traffic



10,500

Website sessions

TOOLS USED



Google My Business



Search Engine Optimization



Web Dev & Maintenance

SOLUTIONS



To increase brand awareness and understanding of their services, RESCO with the help of ATN info, conducted a comprehensive SEO audit and optimized their website to improve search engine rankings. Additionally, targeted PPC advertising could reach a wider audience and drive traffic to the website. To create engaging content, RESCO could publish informative blog posts, videos, infographics, and case studies that showcase their expertise and solutions.

Finally, by using analytics tools to measure and analyze the performance of their digital marketing campaigns, RESCO optimized for better ROI.

RESULTS



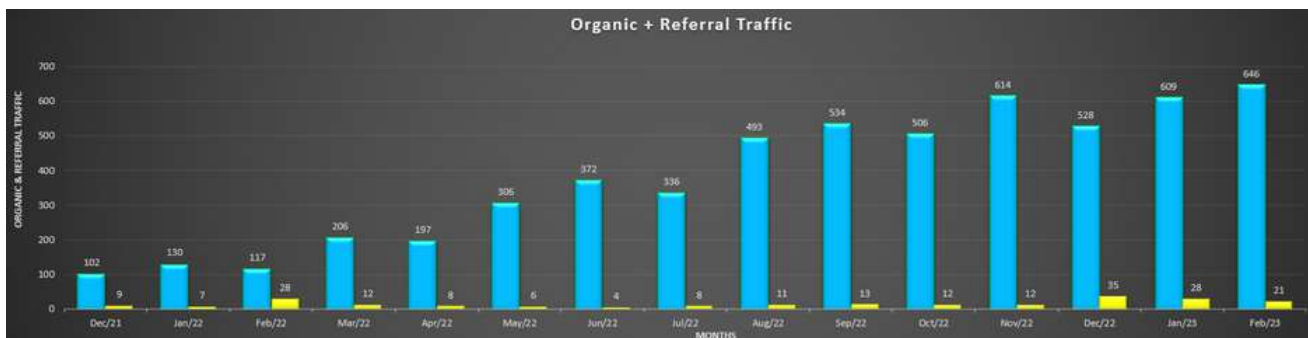
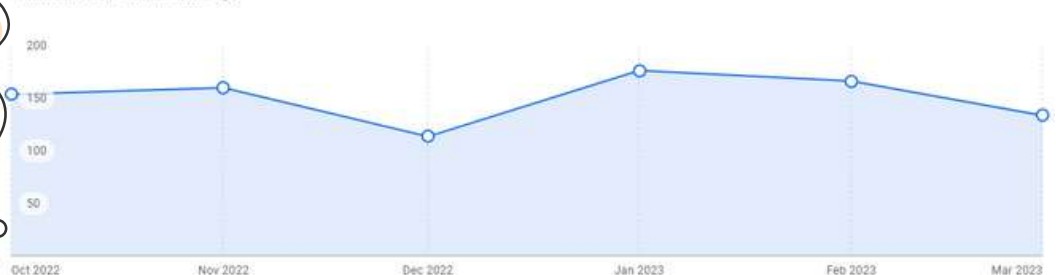
Keywords	Initial Ranking	Feb/23	Google page no
Fire pump installations	32	3	1
Edwards fire alarm system	Not in Top 100	3	1
Cheapest fire system installer in Dubai	13	4	1
Civil defence approved companies	Not in Top 100	5	1
Nibco valves	Not in Top 100	7	1
Fire sprinkler system	Not in Top 100	7	1
Emergency exit lights	Not in Top 100	11	2

Ranking of
keywords
8/12
keywords
appearing in
1 & 2 Google
search



904

Business Profile interactions ⓘ



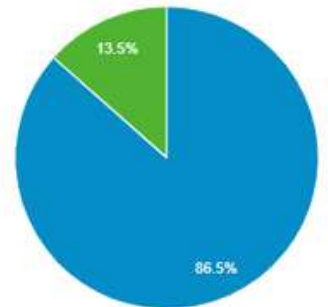
RESULTS



Website Metrics



■ New Visitor ■ Returning Visitor



Listing on ATNinfo.com

Clicks Report

PDF CSV Excel

Show 30 entries

Search Company : RESCO - Reliable Engineering Solutions Company

Start Date : 01/01/2022

Comp	Email	Web	Loc	Art	Ph	Toll	Mob	Whisp
RESCO - Reliable Engineering Solutions Company	24	687	4	3	74	0	99	187

Showing 1 to 1 of 1 entries (filtered from 178,799 total entries)



Education Institute



نو ھاو
Know How





نو هلو
Know How

Know How Training Case Study

BACKGROUND & CHALLENGES

Know How Training was founded in Abu Dhabi by UAE nationals with a commitment to creating an international training and HR consultancy based locally. They serve clients at every level of their organization, whether as trusted advisors to top management or as hands-on coaches.

Competition and reputation management are two critical challenges faced by Know How Training. With so many competitors vying for the attention of prospective clients it is essential to differentiate through effective digital marketing strategies.

At the same time, reputation management is crucial for building credibility and trust with the audience.

OBJECTIVES

1

Increase Brand Awareness and Online Visibility: The goal of digital marketing for Know How was to increase brand awareness and online visibility. To reach and engage target audiences online, various digital marketing channels are used, including search engine optimization (SEO) and pay-per-click (PPC).

2

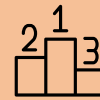
Generate Qualified Leads and Increase Conversions: Another important objective of digital marketing for a Know How was to generate qualified leads and increase conversions.

3

Improving conversion rates: A third critical objective of digital marketing for Know How is to measure and analyze results to improve performance. This involves setting up analytics tools such as Google Analytics, tracking key performance indicators (KPIs) such as website traffic, lead generation, and conversion rates.



KEY METRICS



8/17

Keywords appearing in
1 & 2 Google search
page



8,795

Page Views



2,509

Organic & Referral
Traffic



53,631

Website sessions

TOOLS USED



Google My Business



Search Engine
Optimization

SOLUTIONS



To overcome the challenges of competition and reputation management, Know How Training with the help of ATNINFO, developed a digital marketing strategy that includes targeted and compelling content and search engine optimization (SEO), This helped differentiate the company from competitors and increase brand awareness and online visibility. The results are as follows -

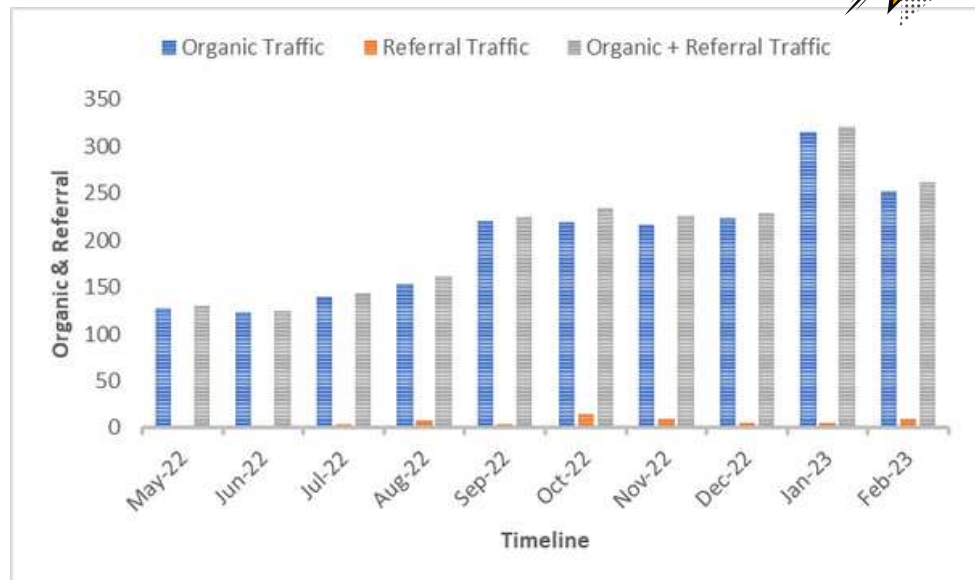
RESULTS



Keywords	Initial Ranking (25th April 21)	Feb/23	Google page no
Mbti test abu dhabi	7	1	1
Addc license process abu dhabi	Not in Top 200	1	1
Psychometric assessment abu dhabi	23	2	1
E1 course abu dhabi	4	6	1
Qcc certificate abu dhabi	Not in Top 200	9	1
Leadership coaching in abu dhabi	46	11	2
Leadership training abu dhabi	Not in Top 200	15	2
Management courses abu dhabi	Not in Top 200	18	2

Monthly Keywords Ranking

Graph shows an overview of the organic and referral traffic from 2022 to 2023



476

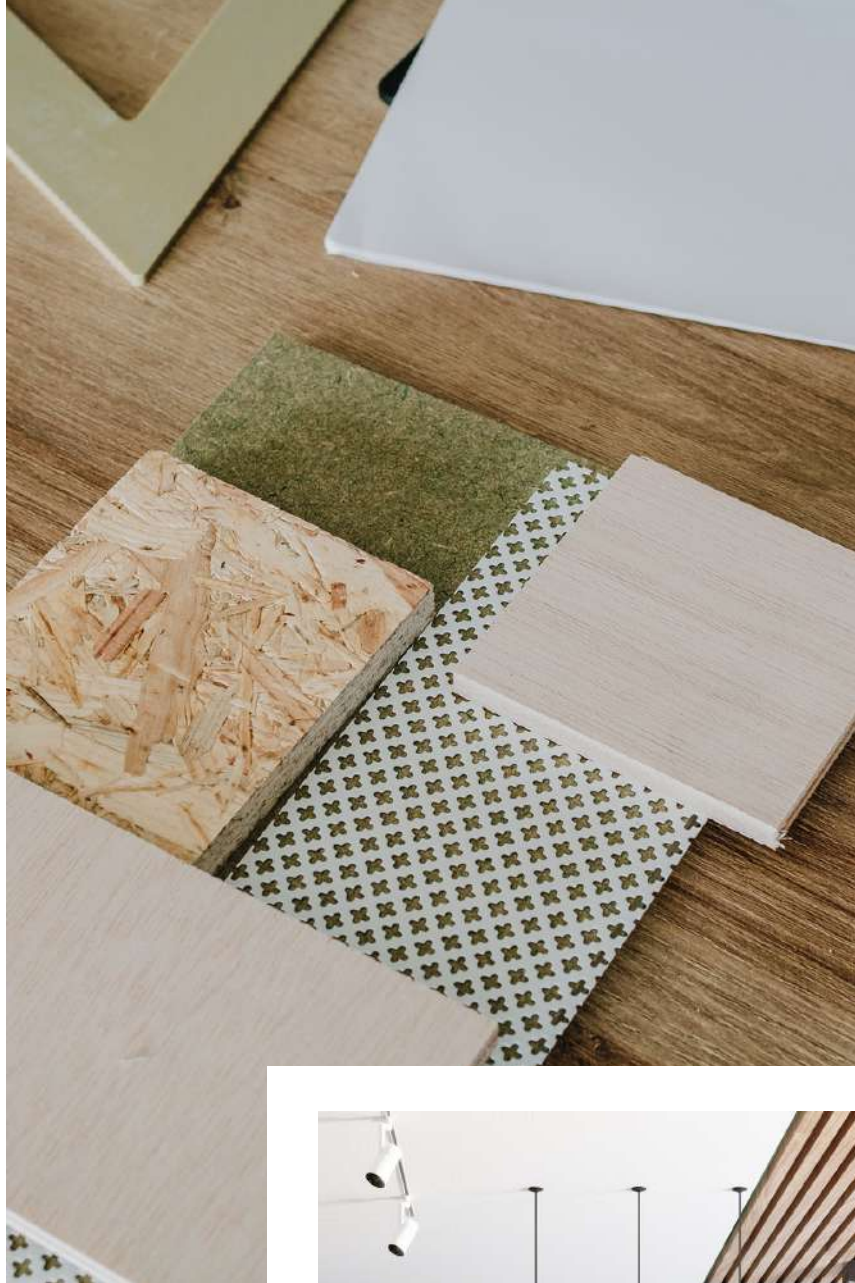
Business Profile interactions ⓘ



GMB Profile Interactions



Household Appliances





Metallica Appliances LLC Case Study

BACKGROUND & CHALLENGES

Metallica Appliances LLC offers a wide range of Kitchen Appliances and Accessories in Dubai and Abu Dhabi, United Arab Emirates. Metallica appliance companies faces challenges in digital marketing, including standing out in a crowded market and keeping up with the constantly evolving digital marketing landscape. Maintaining a consistent brand image across different digital platforms can also be difficult. Companies must develop a comprehensive strategy to succeed in digital marketing that engages their target audience effectively.

OBJECTIVES

1

Increase Brand Awareness and Online Visibility: One of the primary objectives of a kitchen appliance company in digital marketing is to increase brand awareness and online visibility. This involves using digital marketing channel such as search engine optimization (SEO).

2

Generate Leads and Drive Sales: For a kitchen appliance company, an important objective of digital marketing is to generate leads and drive sales. This requires creating targeted and compelling content, optimizing landing pages using marketing automation tools to nurture leads and move them through the sales funnel.

3

Build Customer Loyalty and Advocacy: A third important objective of digital marketing for a kitchen appliance company is to build customer loyalty and advocacy. Building customer loyalty and advocacy can help drive repeat business and attract new customers through word-of-mouth marketing.

KEY METRICS



8/12

Keywords appearing in
1 & 2 page in Google



23,500

Page Views



5,720

Organic & Referral
Traffic



11,945

Website sessions

TOOLS USED



Google My Business



Search Engine
Optimization



Web Dev & Maintenance

SOLUTIONS



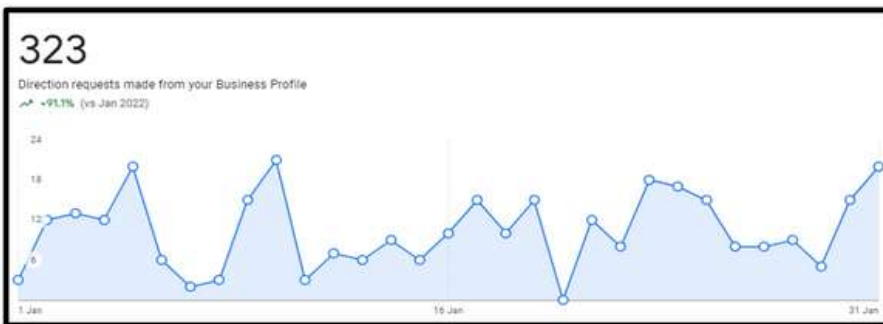
To overcome the challenges of competition and reputation management, Metallica Appliances with the help of ATNINFO, developed a digital marketing strategy that includes targeted and compelling content and search engine optimization (SEO). This helped differentiate the company from competitors and increase brand awareness and online visibility. The results are as follows -

RESULTS

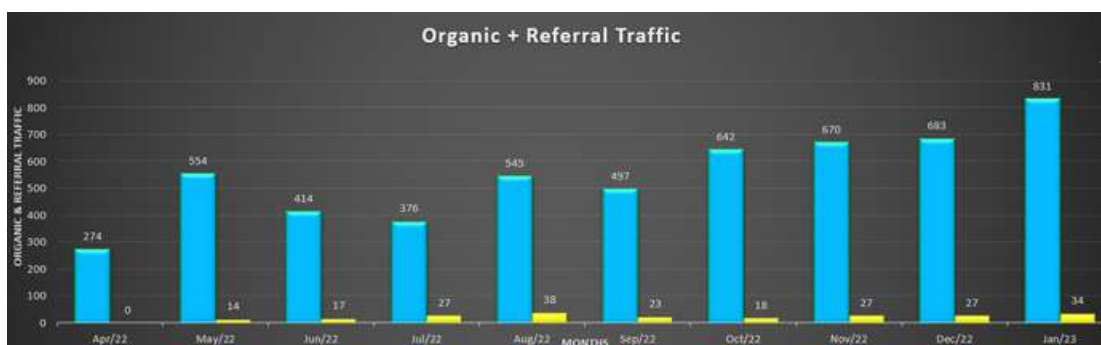
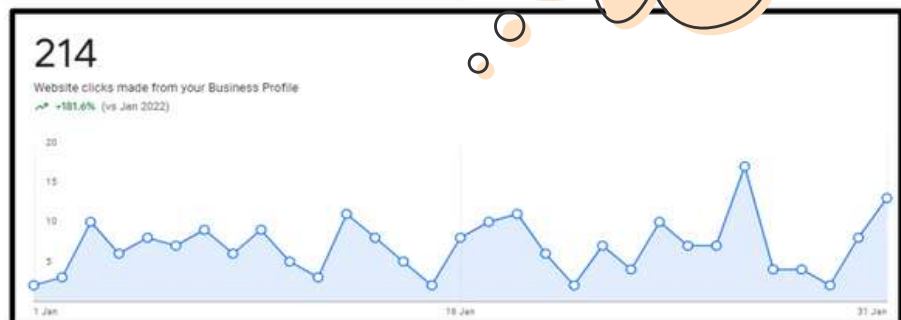


Keywords	Initial Ranking (13th April 22)	Jan/23	Google page no
Warming drawers in dubai	20	2	1
hoods in dubai	45	4	1
kitchen sinks in dubai	36	5	1
kitchen mixer taps dubai	43	9	1
refrigerators in dubai	Not in Top 200	12	2
built in oven dubai	45	14	2

Keyword
Rankings



GMB
Performance



Traffic
Metric



Advertising Agency



ide@ids





Idea Spice Design Case Study

BACKGROUND & CHALLENGES

Born and bred in the UAE for over a decade, Tonnit Design (TD) is a three-time, top 100 SME award-winning boutique design and creative studio where their talent is the core asset.

Tonnit Design (TD) faced multiple challenges, including increased competition from new and established players in the market. They also need to tailor their strategies to reach fragmented audiences across multiple digital channels. Moreover, the abundance of data available in digital marketing can be overwhelming, requiring them to invest in advanced analytics tools and talent.

OBJECTIVES

1

Differentiation: With increased competition in digital marketing, it is essential for Tonnit Design to create a unique brand identity and value proposition to differentiate themselves from others.

2

Targeting: Fragmented audiences require Tonnit Design to identify specific audience segments and tailor their strategies to meet their needs and preferences. This can be done by conducting thorough market research and using data analysis tools to identify and understand the target audience's behaviors and preferences

3

Leverage data-driven insights: By leveraging data-driven insights, Tonnit Design can optimize their digital marketing efforts and make informed decisions. This includes analyzing metrics such as website traffic, engagement rates, and conversion rates to identify areas of improvement and adjust their strategy accordingly.

KEY METRICS



8/14

Keywords appearing on
1 & 2 page in Google



7,018

Organic & Referral traffic



12,000

Page Views



7,533

Website sessions

TOOLS USED



Google My Business



Search Engine
Optimization

SOLUTIONS



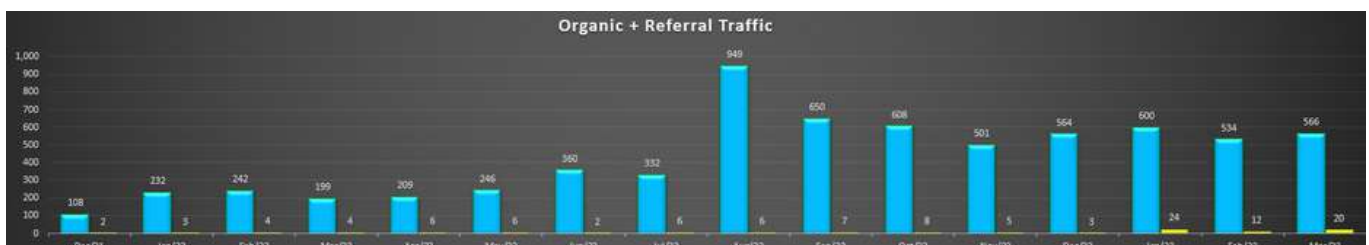
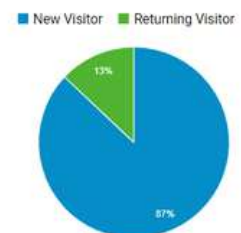
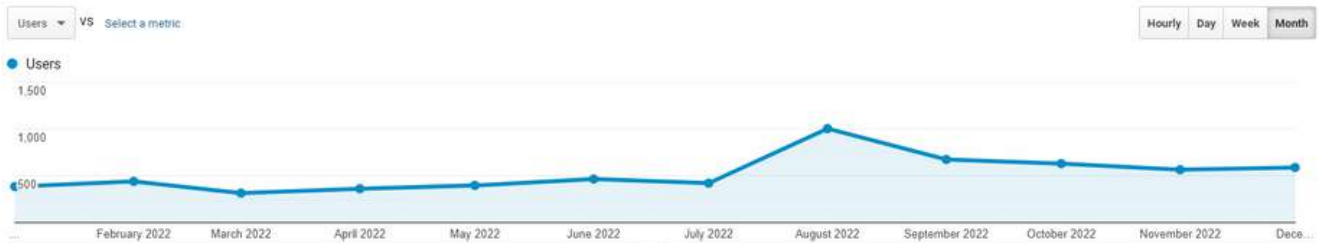
To achieve their objectives, Tonnit Design invested in advanced analytics tools and talent for personalized targeting, leverage emerging technologies such as AI (Artificial Intelligence) and GA (Google Analytics), develop a clear brand message and specialize in a particular industry or niche, increase reach through tailored made SEO campaigns, and regularly conduct market research to identify audience segments and tailor strategies accordingly.

RESULTS



Keywords	Initial Ranking (30th Nov 21)	Mar/23	Google page no
integrated brand communication dubai	Not in Top 100	1	1
luxury packaging design agency dubai	Not in Top 100	1	1
key visual agency dubai	Not in Top 100	1	1
top digital design agency dubai	Not in Top 100	5	1
top 10 branding agencies dubai	Not in Top 100	10	1
top branding agency dubai	Not in Top 100	13	2
creative branding agency dubai	Not in Top 100	14	2
creative and design agency dubai	Not in Top 100	14	2

Ranking of keywords
8/14
keywords
appearing
in 1 & 2
Google
search



BACKGROUND & CHALLENGES

Idea Spice Design LLC, a leading integrated branding & marketing agency, has been in business for 20 years. Over 50 cities around the globe are served by their offices in the UAE and India. In the past two decades, they've developed, marketed, and worked on over 1800 brands.

One of the biggest challenges is the competition in the digital marketing space is intensifying, making it harder for agencies to differentiate themselves and stand out from the crowd. Finally, generating measurable ROI for clients while managing budget constraints can be a challenging task for agencies, as it requires striking the right balance between spending enough to achieve results and avoiding overspending.

OBJECTIVES

1

Develop a strong and unique brand identity: To differentiate themselves from the competition, agencies need to develop a unique brand identity that resonates with their target audience. This involves highlighting the projects they have done before - this could be done through SEO.

2

Generate Leads and Drive Sales: For Idea spice design, an important objective of digital marketing is to generate leads and drive sales. This requires creating targeted and compelling content, optimizing pages using marketing tools to nurture leads and move them through the sales funnel.

3

Leverage data-driven insights: By leveraging data-driven insights, Idea Spice Design can optimize their digital marketing efforts and make informed decisions. This includes analyzing metrics such as website traffic, engagement rates, and conversion rates to identify areas of improvement and adjust their strategy accordingly.

KEY METRICS



6/14

Keywords appearing on
1 & 2 page in Google



14,210

Organic & Referral traffic



20,616

Page Views



4,604

Website sessions

TOOLS USED



Google My Business



Search Engine
Optimization

SOLUTIONS



To focus on the unique value proposition, Idea Spice with the help of ATN media conducted a thorough analysis of their products and services to identify what sets them apart from the competition. To generate leads and drive sales, Idea Spice implemented a comprehensive digital marketing strategy that includes search engine optimization. By creating targeted and compelling content and optimizing landing pages. To leverage data-driven insights, Idea Spice used Google Analytics that tracks key metrics such as website traffic, engagement rates, and conversion rates. This data can be used to identify areas of improvement and adjust the digital marketing strategy accordingly.

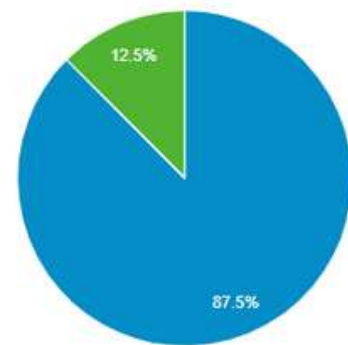
RESULTS



Keywords	Initial Ranking (11-Nov-2020)	Feb/23	Google page no
food and beverage branding agency	Not in Top 100	1	1
packaging design dubai	Not in Top 100	1	1
packaging design agency dubai	Not in Top 100	1	1
ecommerce branding agency in dubai	Not in Top 100	2	1
top branding agencies in dubai	Not in Top 100	17	2



New Visitor Returning Visitor



CASE STUDY

2022-2023

.....



**Content
Marketing**



**Big Data
& Analytics**



SEO

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