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SEO Case Study and Report



جامعة الناصر
AL-NASSER UNIVERSITY

Client Background

Al Nasser University is a higher education institution located in Yemen. The university offers undergraduate and graduate degree programs in various fields of study. The university faced a challenge in increasing enrollment and generating leads for their degree programs. Al Nasser University partnered with SeoEaze, a digital marketing agency, to develop a comprehensive search engine optimization (SEO) strategy to improve their online visibility and drive traffic to their website.



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Campaign Challenges



Challenges

Al Nasser University faced a challenge in increasing enrollment and generating leads for their degree programs. The website had a low conversion rate and was not optimized for search engines. The university faced stiff competition from other universities in the region, which made it difficult to reach its target audience.



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Campaign Strategy



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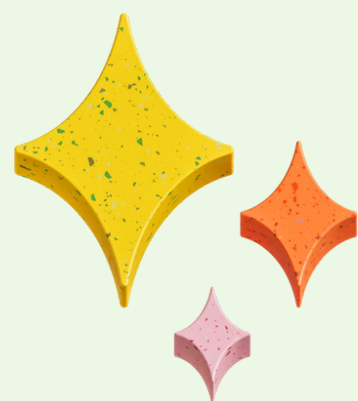
SeoEaze developed a comprehensive SEO strategy for Al Nasser University, which included the following tactics:

Keyword Research	Content Creation	On-page optimization	Link Building
SeoEaze conducted extensive research to identify the most relevant keywords for the university's degree programs. They optimized the website content with these keywords to improve its visibility on search engines.	SeoEaze created informative and engaging content for the website. They focused on creating content that provided value to the target audience and showcased the university's strengths and unique selling points.	We optimized the website's on-page elements, including the title tags, meta descriptions, and header tags, to improve its search engine visibility.	SeoEaze developed a link-building strategy to increase the authority of the website. They acquired high-quality backlinks from relevant and authoritative sources to improve the website's search engine ranking.



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Results

The SEO strategy implemented by SeoEaze resulted in a significant increase in conversion rate and ROI for Al Nasser University.

Our strategy helped increase brand awareness for Al Nasser University. The website's increased visibility and improved rankings helped the university reach a wider audience and generate more interest.



256.12%

increase in conversion rate

The conversion rate increased from 0.64% to 2.28% within the first six months of implementing the SEO strategy.



268.47%

ROI boost

The ROI increased from 142.68% to 411.89% within the first six months of implementing the SEO strategy.



Top 10 in SERP

Improved search engine visibility

The website's search engine visibility improved significantly. The website ranked higher on search engines for relevant keywords, which resulted in increased traffic and leads.



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Conclusion

SeoEaze helped Al Nasser University overcome the challenge of increasing enrollment and generating leads for their degree programs. By implementing a comprehensive SEO strategy, they were able to increase the conversion rate by 256.12% and ROI by 268.47%. The success of this case study demonstrates the importance of SEO for businesses looking to improve their online visibility, generate leads, and drive conversions.



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