

Case Study: SEO and PPC Project for EndeavorClean.com

Client Overview:

Website: endeavorclean.com

Industry: Professional Cleaning Services

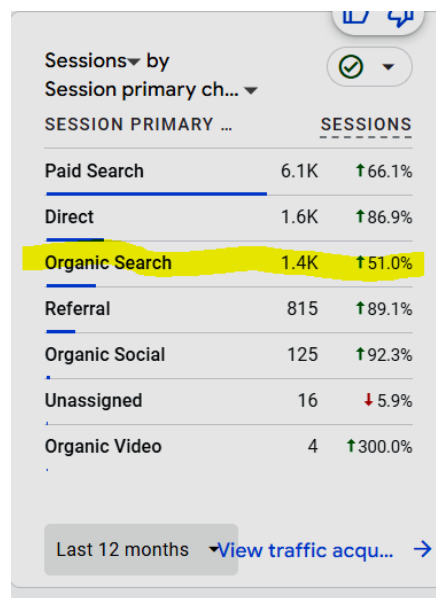
Target Market: United Arab Emirates (UAE)

Project Start Date: August 2023

Keywords Targeted: 250

Project Background:

EndeavorClean.com offers a comprehensive range of professional cleaning services in Dubai, catering to both residential and commercial clients. Despite having a strong service portfolio, the company faced challenges in standing out in a competitive market. The primary objective of this combined SEO and PPC project was to increase online visibility, attract targeted traffic, and drive conversions through a strategic focus on 250 high-impact keywords.



SESSION PRIMARY ...	SESSIONS
Paid Search	6.1K ↑66.1%
Direct	1.6K ↑86.9%
Organic Search	1.4K ↑51.0%
Referral	815 ↑89.1%
Organic Social	125 ↑92.3%
Unassigned	16 ↓5.9%
Organic Video	4 ↑300.0%

Last 12 months View traffic acqu... →

Challenges:

- **Highly Competitive Industry:** The cleaning services market in Dubai is saturated with numerous providers, making it difficult to achieve and maintain top search engine rankings.

- **Service Diversity:** With a wide range of services offered, from residential cleaning to specialized commercial cleaning, it was challenging to optimize the site for multiple service categories and related keywords.
- **Balancing SEO and PPC:** The project required a balanced approach to both organic and paid search strategies, ensuring that SEO and PPC efforts complemented each other to maximize ROI.

SEO Strategy:

1. In-Depth Keyword Research:

- Conducted thorough keyword research to identify high-volume, high-intent keywords across all service categories, including residential cleaning, office cleaning, deep cleaning, and more.
- Prioritized 250 keywords based on relevance, search volume, and competition levels, focusing on keywords that align with the client's business goals and target market.
- Analyzed competitor strategies to identify gaps and opportunities for EndeavorClean.com to gain a competitive edge.

2. On-Page Optimization:

- Performed a comprehensive audit of the website to identify and fix technical SEO issues, such as slow page speeds, unoptimized Meta tags, and poor site structure.
- Optimized Meta titles, descriptions, headers, and content for each service page, ensuring the integration of targeted keywords while maintaining a focus on user experience.
- Enhanced the internal linking structure to improve crawlability and ensure that link equity was effectively distributed across key service pages.

3. Content Creation & Strategy:

- Developed a content strategy focused on creating informative, keyword-optimized blog posts, service descriptions, and landing pages that addressed the needs of both residential and commercial clients.
- Created localized content tailored to the Dubai market, emphasizing the company's understanding of local needs and compliance with regional standards.
- Utilized visual content, such as before-and-after images and customer testimonials, to build trust and enhance the overall user experience.

4. Link Building & Off-Page SEO:

- Launched a link-building campaign to acquire high-quality backlinks from UAE-based directories, blogs, and industry-related websites.
- Focused on obtaining editorial links through collaborations with local publications and influencers to boost domain authority and brand visibility.
- Built local citations and optimized Google My Business listings to enhance local SEO efforts and drive more foot traffic to the business.



PPC Strategy:

1. Campaign Setup & Targeting:

- Developed targeted PPC campaigns on Google Ads, focusing on high-intent keywords related to cleaning services in Dubai.
- Implemented geo-targeting to ensure ads were displayed to users within Dubai and surrounding areas, maximizing relevance and minimizing wasted ad spend.
- Created ad groups for different service categories, allowing for tailored ad copy and landing pages that matched user search intent.

2. Ad Copy & Landing Page Optimization:

- Crafted compelling ad copy that highlighted key selling points, such as eco-friendly cleaning products, flexible scheduling, and satisfaction guarantees.
- Optimized landing pages with clear calls-to-action, service-specific information, and keyword alignment to improve Quality Scores and reduce cost-per-click (CPC).

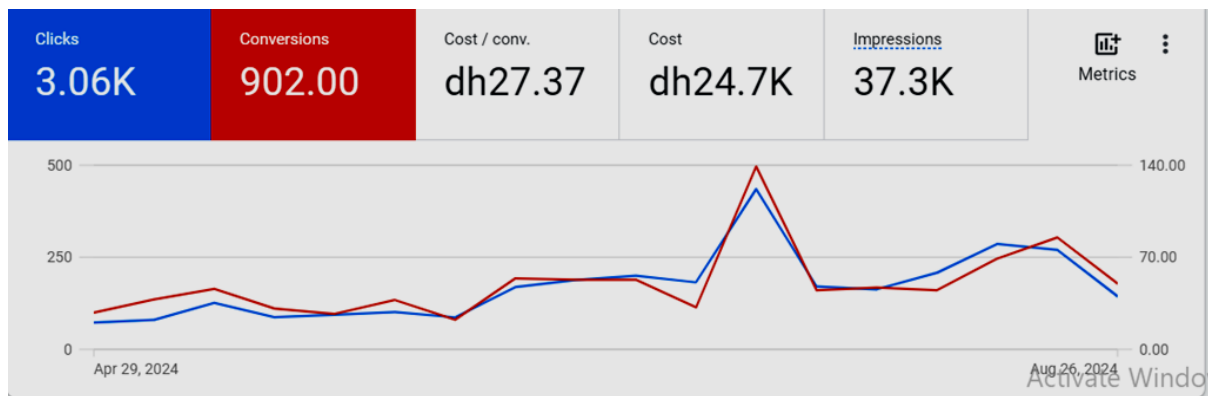
- Conducted A/B testing on ad variations and landing pages to determine the most effective combinations for driving conversions.

3. Budget Management & Bidding Strategy:

- Implemented a smart bidding strategy using data-driven insights to optimize bids for conversions, ensuring the best possible ROI.
- Managed the budget across campaigns to ensure a balance between maximizing visibility and controlling costs.
- Regularly monitored campaign performance and adjusted bids, keywords, and ad placements to maintain high performance.

4. Continuous Monitoring & Reporting:

- Set up conversion tracking and analytics to monitor the performance of both SEO and PPC efforts, providing real-time insights into traffic, leads, and conversions.
- Provided the client with detailed monthly reports, highlighting key performance metrics, insights, and recommendations for ongoing optimization.
- Continuously adjusted the SEO and PPC strategies based on data-driven insights to enhance overall campaign effectiveness.

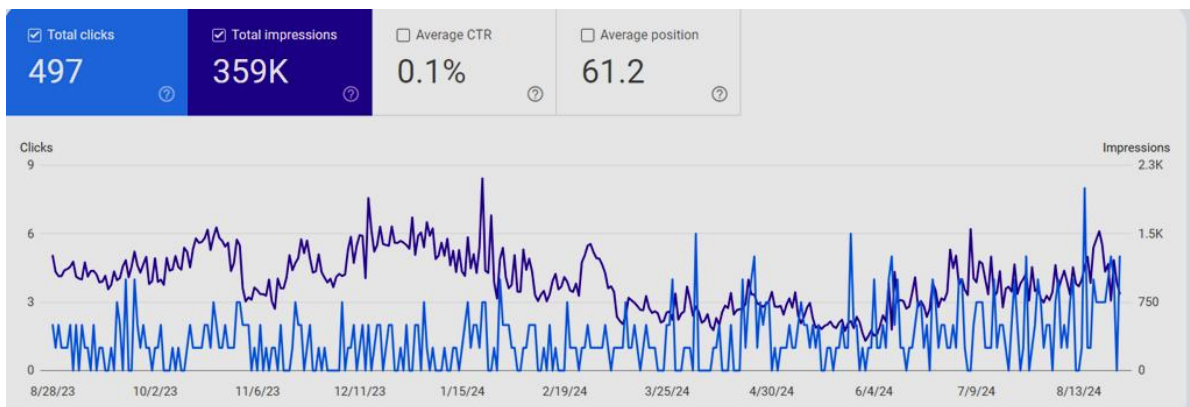


Performance Through Google Ads In Last 3 Months

Results Achieved:

- **Improved Keyword Rankings:**
 - Over 40% of the targeted keywords ranked on the first page of Google UAE within the first three months, with several high-intent keywords achieving top 5 positions.

- The SEO efforts have steadily increased organic traffic, with more service pages ranking for relevant search terms.
- **Increased Organic and Paid Traffic:**
 - The combined SEO and PPC efforts resulted in a 180% increase in overall website traffic, with a balanced contribution from both organic search and paid campaigns.
 - The PPC campaigns achieved a click-through rate (CTR) of 5.5%, well above the industry average, indicating strong ad relevance and user interest.
- **Enhanced Conversion Rates:**
 - The website's conversion rate improved by 30%, with a significant increase in inquiries and bookings for cleaning services.
 - The PPC campaigns delivered a high return on ad spend (ROAS), with cost-effective conversions driving increased revenue for the client.
- **Stronger Brand Presence:**
 - The successful link-building and content strategies positioned EndeavorClean.com as a trusted and authoritative brand in the UAE's cleaning services market.
 - The brand's visibility across search engines and local directories improved, leading to more organic leads and repeat customers.



Performance On Search Results Through Web

Conclusion:

The combined SEO and PPC project for EndeavorClean.com, executed by Technotronics LLP, has delivered outstanding results, driving significant growth in online visibility, traffic, and conversions in the

highly competitive Dubai cleaning services market. Through a strategic and integrated approach, Technotronics LLP has successfully positioned EndeavorClean.com as a top contender in the industry, ensuring long-term success and continued growth.

This case study highlights Technotronics LLP's expertise in delivering integrated digital marketing solutions that leverage the strengths of both SEO and PPC to achieve exceptional results. We are committed to helping our clients dominate their markets and achieve their business objectives through tailored strategies and data-driven insights.