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Media Search Group

SEO Case Study

flyingcolour[®]

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Flyingcolour[®] Consulting

Accounting & VAT

Business Setup in
UAE

360[°]
Advisory

Immigration
Services

Global Business
Setup

Succession & Inheritance

<https://www.flyingcolour.net/>



FlyingColour Group is the top-rated Dubai-based group of companies that offer company formation in the UAE, accounting and taxation, visa processing, immigration, and purchase and sale of luxurious properties in Dubai.

FlyingColour Group of Companies



Flyingcolour[®] Business Setup Services

Flyingcolour[®] Tax Consultant

Flyingcolour[®] Immigration Services

Signature Habitat



People trust us

OVERVIEW

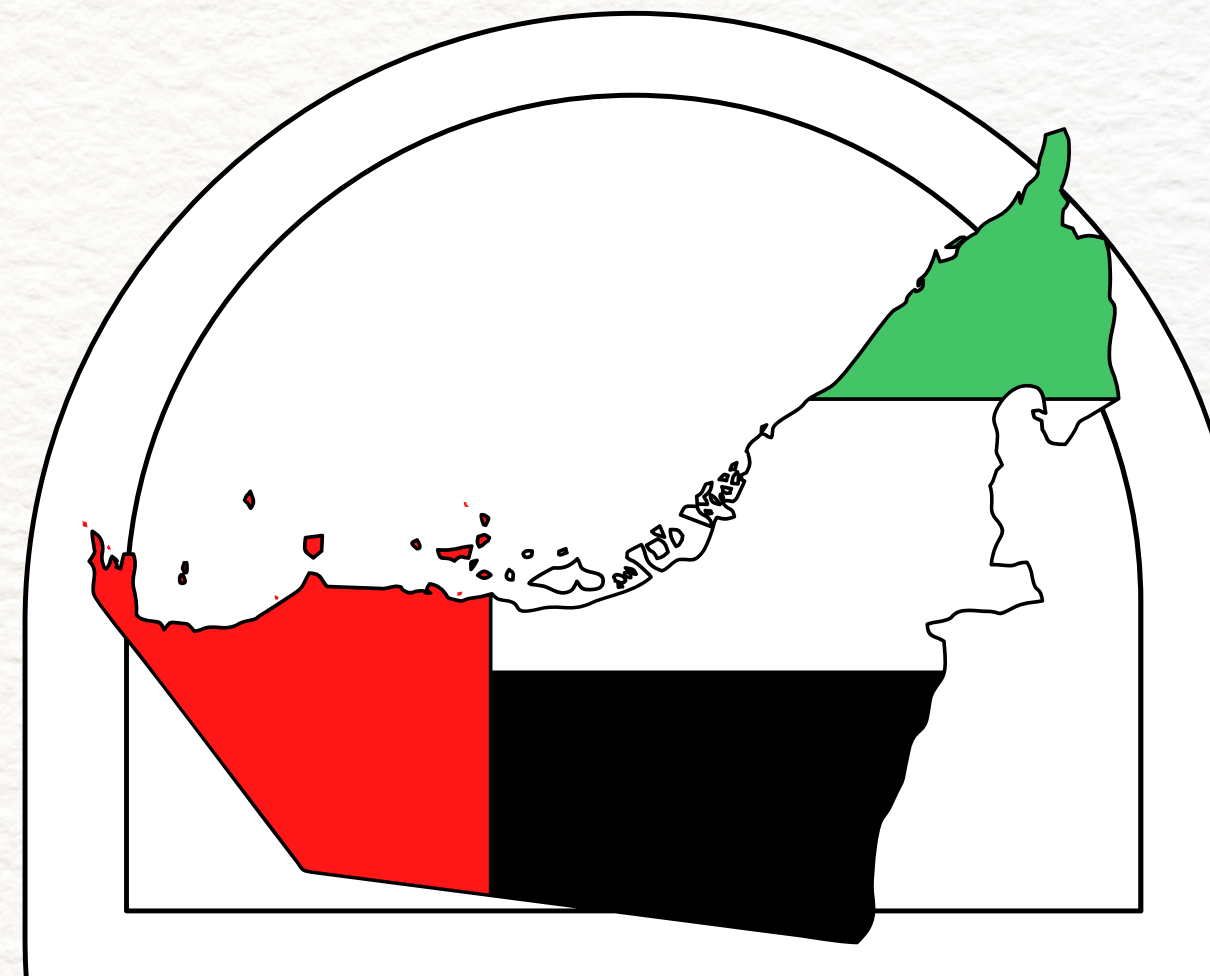
FlyingColour has a mission to assist their clients at every stage of development to achieve their business targets by offering total business solutions for setting up their businesses and to provide opportunities for Wealth Development through Business setup and Accounting & Taxation

With an extreme focus on huge growth moving forward, the client aimed to connect its brand with targeted audience segments and drive overall leads through social media optimizing. Media Search Group was responsible for managing their company's social media optimization, Search Engine Optimization and advertising campaigns. Our partnership began in April 2018 and within only few months, our digital marketing solutions delivered significant results for the company.

Challenges

- The company had very limited digital reach and online presence
- The company was struggling to get quality online leads
- The company wanted to target specific regions in the UAE such as mainland, free zones, and offshore locations, it also wanted to attract clients from all over the world in addition to local clients.

Targeted Location





Προσώπτε, θραυστή μας

Our Solution

In order to meet FlyingColour's specific goals to increase brand awareness and boost revenue through real leads, we developed a stellar SEO strategy to optimize their website and increase their online visibility

We prioritized high-volume keywords and long-tail keywords along with location-specific keywords to attract more and more entrepreneurs, investors, and businesses from around the world to the website. We ensured that internal linking was done correctly and every page was interconnected with other pages for easy navigation.

We developed highly optimized original content for blogging by closely coordinating with the company and went all out to achieve the First Page Ranking. We created engaging posts for social media to increase the number of views on posts and posted a variety of content such as graphics, videos, and text content along with images.

KEYWORDS RANKINGS STATUS



Keywords	Intial Ranking	Current Ranking
business setup services	--	3
business setup service	--	6
business setup services dubai	--	5
cost of opening a salon in dubai	--	1
business setup services in dubai	--	6
poultry farm in uae	--	9
how to get a car wash permit	--	4
ejari number sample	--	1
chicken farm in uae	--	3
fzc	--	1
fze means	--	8



Keywords	Intial Ranking	Current Ranking
bookkeeping services	--	6
fzc meaning	--	3
business setup	--	10
salon licenscost in dubai	--	4
alcohol license dubai	--	10
poultry farms in uae	--	13
dubai certificate of origin	--	6
certificate of origin dubai	--	6
liquor license dubai	--	9
dubai poultry farm	--	7



RESULTS

After visible improvements, the company started to work on another business area, i.e. immigration.

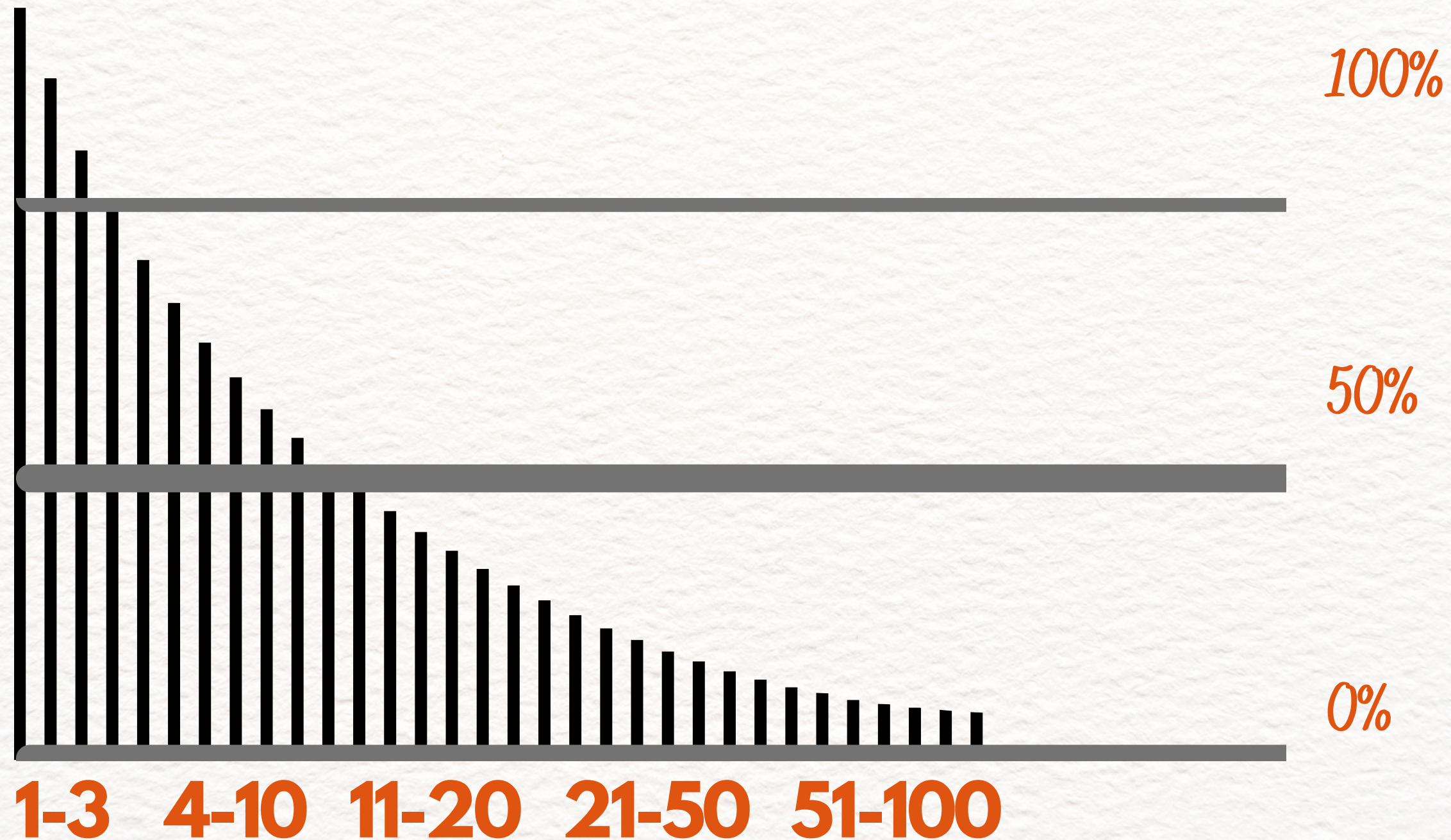
Soon after the immigration business, the FC Group also got involved in the real estate business under the brand name Signature Habitat.

In other words, from working on only two websites designed for business setup consultancy and accounting and taxation, our SEO and SMO projects expanded to two more websites of immigration and real estate businesses.

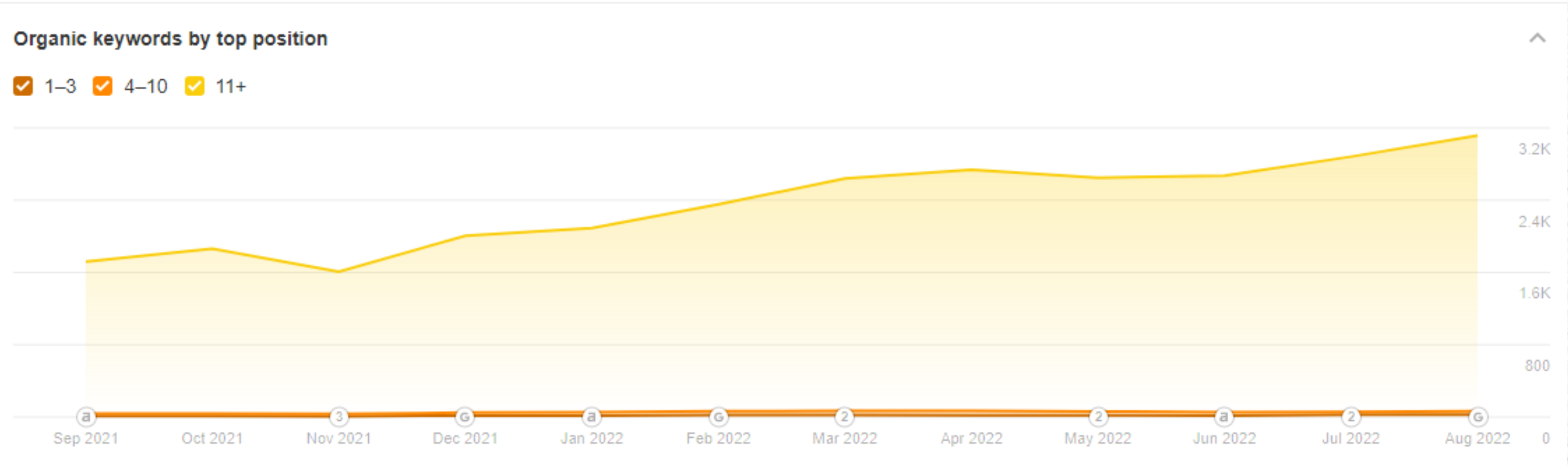
After a few years, the company expanded its services outside of its borders and started to offer company formation services in the UK and US as well.

Every SEO strategy came together to amplify the results and the company experienced dramatic growth with us.

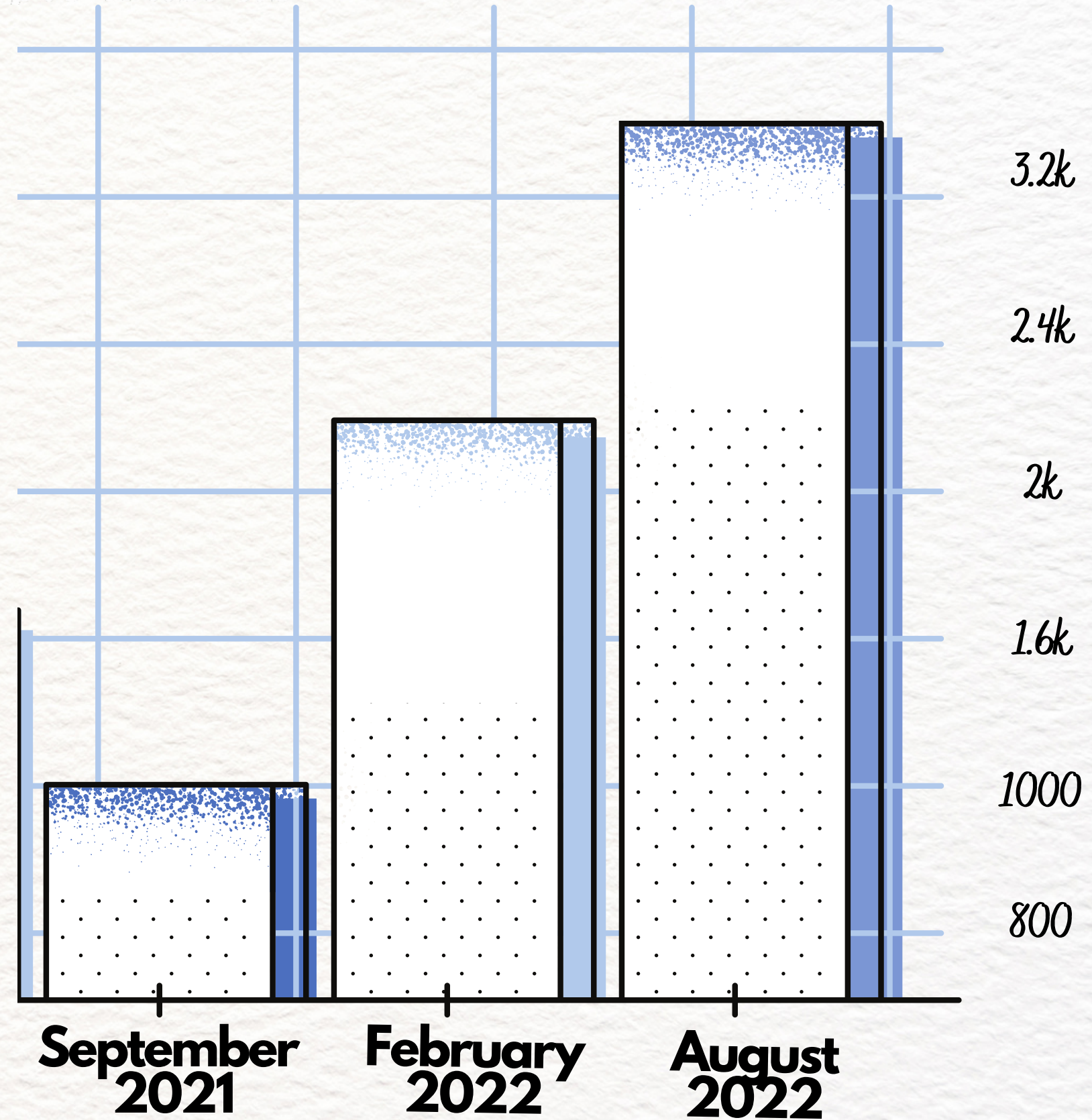
Organic Position
Distribution on Google



Organic Keywords Positions



Average
Organic Traffic
on Company
Website





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THANK YOU

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