

Google Business Profile Ranking & Running Google Ads

This project is about establishing a digital presence on the Google search engine, which involved two main components: Local Listing and Google Ads Campaigns. Firstly, we built a responsive website optimized for desktop, tablet, and mobile devices, and improved its SERP rankings through SEO and Search Ads. Secondly, we added the business to Google Business Profile, troubleshooting ranking factors to ensure higher visibility on business listings.



Google Marketing Management

Daily Calls and Messages approximation

60

| We do not have permission from the business to disclose the name and the website.

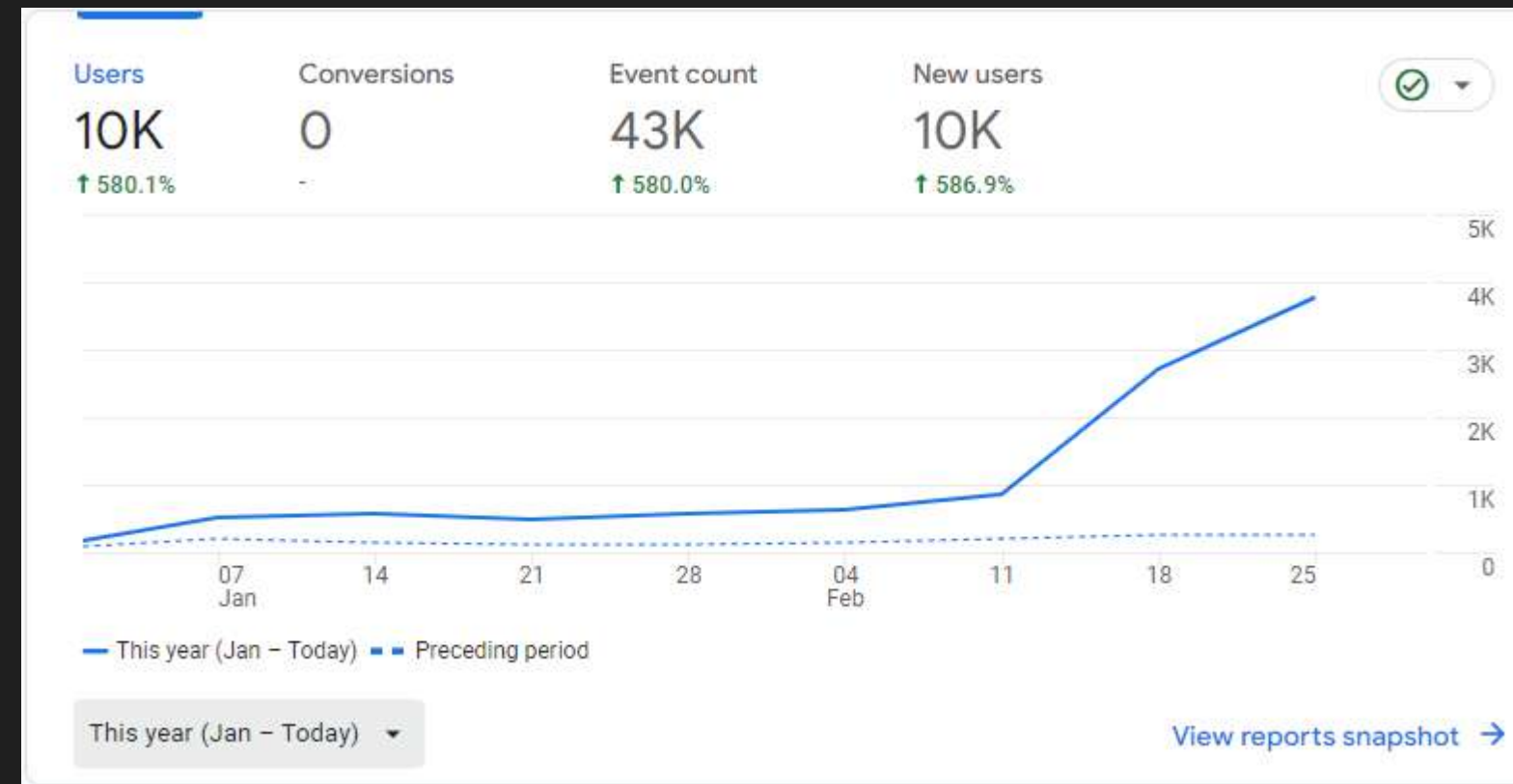


Website Performance

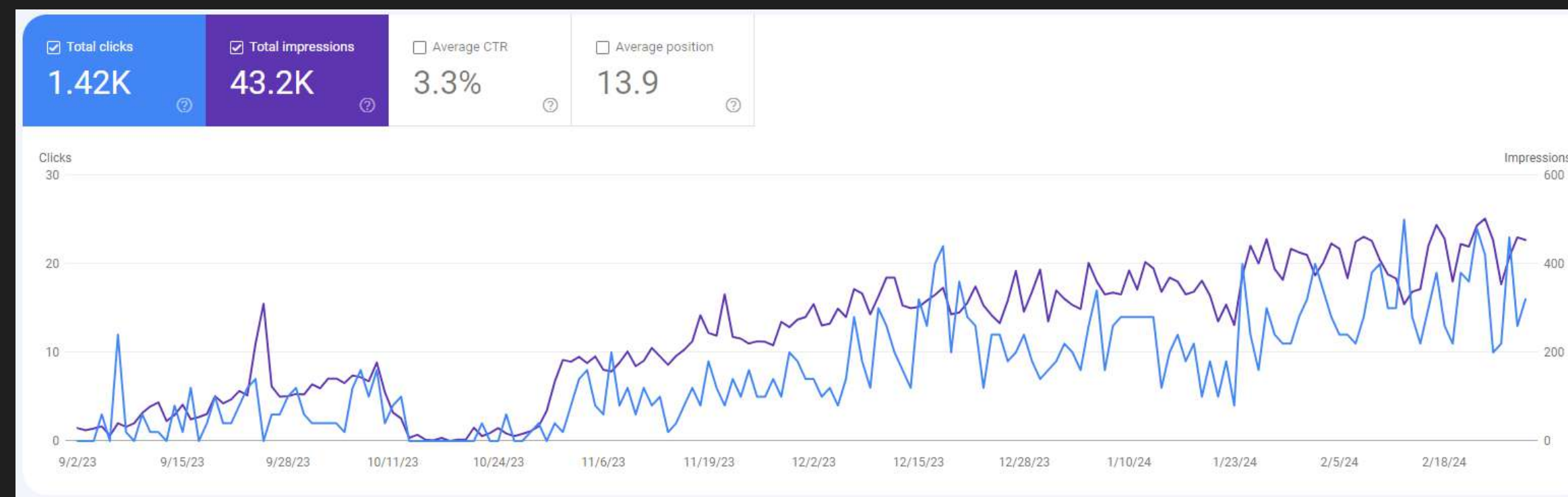
We created the SEO-friendly website using WordPress. A brief overview of our methodology includes designing the brand identity first, then working on the interface structure across all devices. After drafting content and jotting down key points, we conducted keyword research and revise the content accordingly. Subsequently, we refined the website structure and implement necessary SEO steps to improve the Google indexing process.

Additionally, we utilized Google Analytics and Google Search Console to track the website's performance, focusing on aspects such as accessibility, speed, indexing, and keyword queries.

The user count of the website peaked significantly in February. As a local business situated in the UAE, it's crucial to ensure that almost all traffic originates from the UAE.



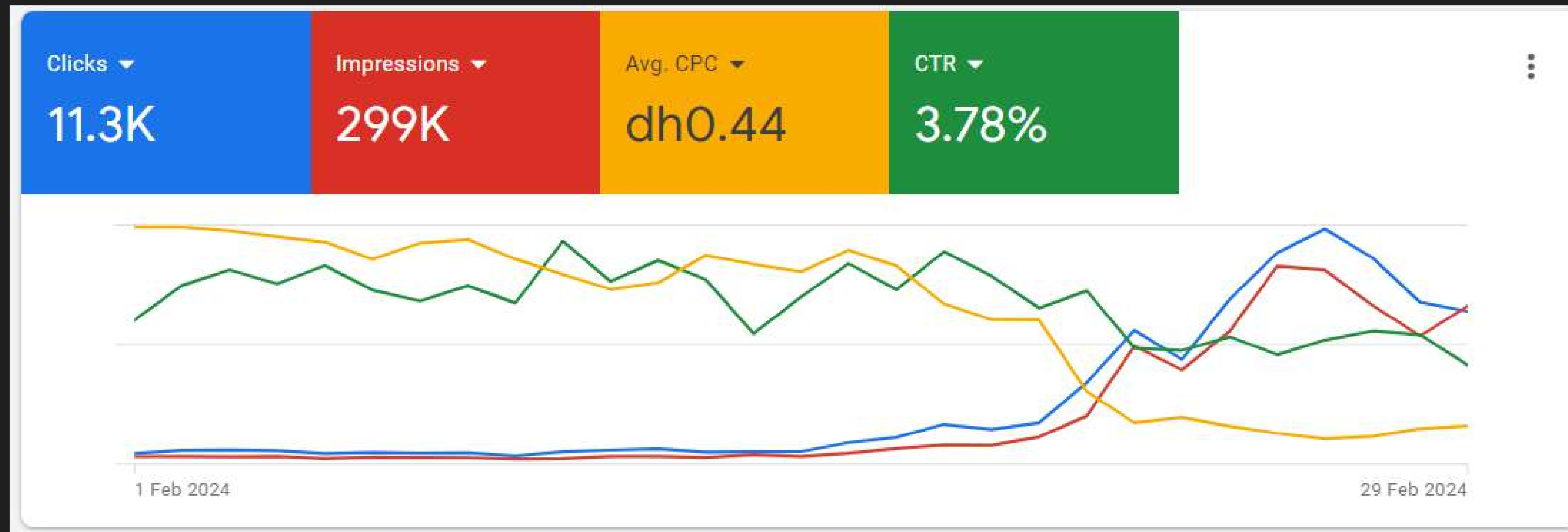
Google Analytics



Google Search Console

Google Ads Performance

To run effective ads, we meticulously set both long-tail and short keywords, ensuring a balance between search volume and competition. We also segment the audience, allocate budget strategically to compete with similar businesses bidding for keywords, and optimize assets continuously based on trends and performance. This involves incorporating exact and negative keywords, excluding certain locations and audiences, and refining ad assets.

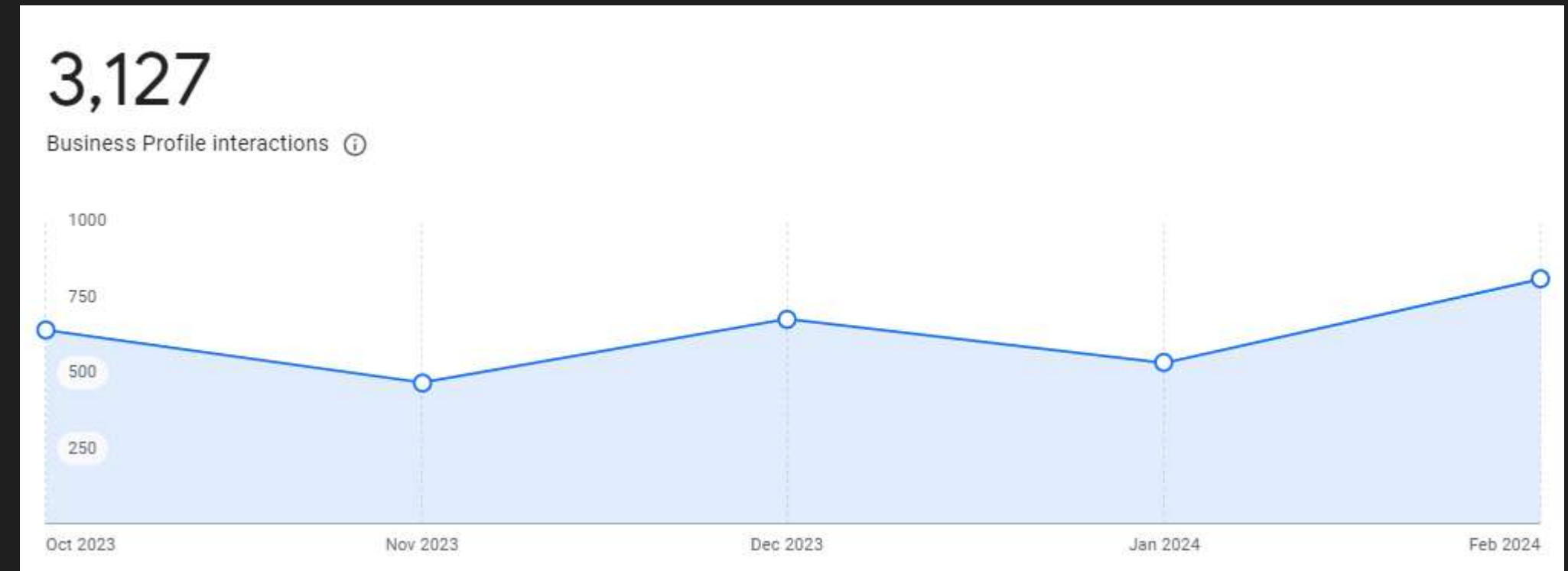


Google Ads

The line graph clearly illustrates an almost exponential growth in both clicks and impressions, while there is a significant and continuous reduction in the cost per click. These trends indicate higher conversions at a lower expense.

Google Business Profile Performance (including Google Maps)

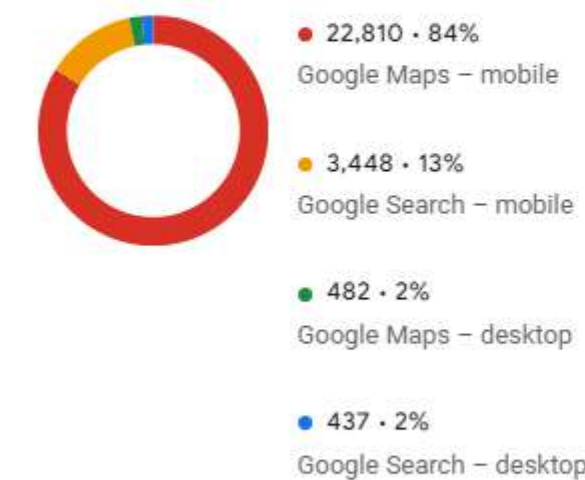
The business profile stands out as the most effective marketing tool for conversions. In addition to optimizing for local search ranking, we actively manage quality backlinks for the website by listing it on recognized local directories.



27,177

People viewed your Business Profile

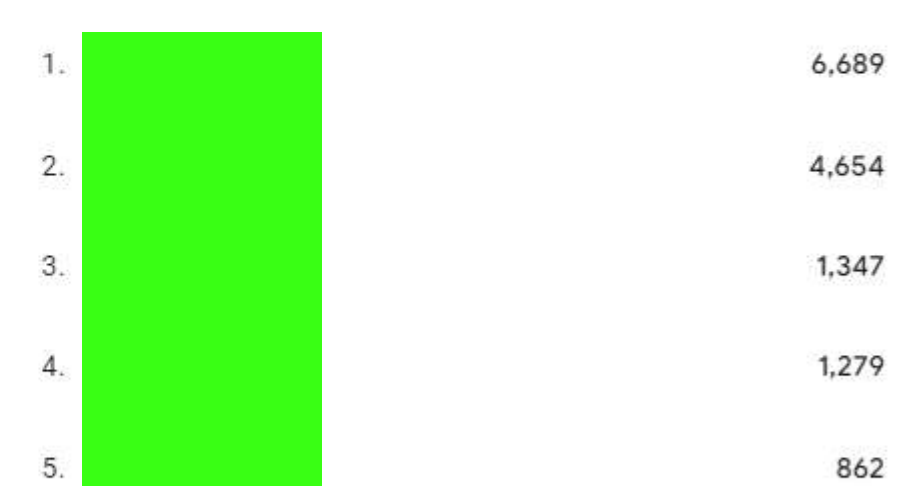
Platform and device breakdown
Platform and devices that people used to find your profile



16,835

Searches showed your Business Profile in the search results

Searches breakdown
Search terms that showed your Business Profile in the search results



[See more](#)

The profile is experiencing steady growth despite competition and the concentration of similar businesses in the area.