RIT

جامعة روتشستر الأمريكية للتكنولوجيا في دبي
A Global American University in Dubai

Business and Management

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Creating and Promoting a Profitable Website (+ Blog)

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Our Website Link: https://turathifashion.com/

Overview

This report outlines the creation and promotion of Turathi Fashion, a Dubai-based website and blog focused on traditional Arab clothing. The business aims to fill a growing demand for culturally inspired fashion, especially among young people in the UAE and the Middle East. Our target market includes style-conscious customers who value both heritage and modern design. While there are similar brands in the market, our company stands out through storytelling, cultural education, and unique designs from countries like Palestine, Syria, and the UAE. Potential revenue sources include product sales, affiliate links, and advertising in the future. To bring readers to the website, we used digital marketing strategies like SEO, Google Ads, and active social media integration. The project helped us apply skills in content creation, planning, social media, and website development to show that the business idea is realistic and ready to grow.

1. Website Development

1.1 Niche Selection & Purpose

For this project, we developed Turathi Fashion, a niche website dedicated to traditional Arab clothing. The purpose of the site is to promote traditional Arab fashion from the UAE, Palestine, and Syria while making it accessible to a modern audience. The niche was chosen based on the increasing interest in modest fashion and heritage-based styles, especially among young adults in the UAE. Turathi Fashion aims to educate, inspire, and provide stylish yet meaningful clothing options. The website combines e-commerce with blog content, allowing visitors to shop and learn about the cultural significance behind each garment, creating both value and engagement.

1.2 Blog Structure & Content

The blog section of Turathi Fashion is organized into three main categories: Culture & Heritage, Styling & Shopping Guides, and Clothing Care & FAQs. This structure helps readers easily navigate content based on their interests. Each blog is SEO-optimized, includes images, and provides useful, culturally relevant information. The mix of educational and practical content is designed to attract organic traffic and keep visitors engaged with the brand.

Here are some examples of our blog content:

"What's the Difference Between a Kandura and a Thawb?" explains the cultural and design distinctions between the two traditional garments, clearing up common confusion for readers.

What's the Difference Between a Kandura and a Thawb?

APRIL 17, 2025

The terms "kandura" and "thawb" are often used interchangeably, but they're not exactly the same. While both are traditional long robes worn by Arab men, there are subtle differences in design, terminology, and regional usage.

Kandura: The Emirati Classic

The kandura (also called dishdasha) is most commonly worn in the UAE. It is usually white, collarless, and features a tassel (tarboosh) at the neckline. Kanduras are often lightweight, made from cotton or poly-cotton blends to suit the hot Gulf climate.

"Eid Outfit Guide: Elegant and Modern Styles for Him & Her" provides fashion inspiration for Eid, offering styling tips that blend modesty with modern trends for both men and women.

Eid Outfit Guide: Elegant and Modern Styles for Him & Her

APRIL 16, 2025

Eid is a time of joy, reflection, and togetherness—and what you wear should reflect the spirit of the celebration. Whether you're attending Eid prayers, visiting family, or preparing for festive gatherings, traditional Arab clothing adds beauty and meaning to the occasion.

For Women: Grace and Modesty in Every Detail

The abaya is one of the most popular choices for women during Eid. Look for fabrics like satin, nida, or crepe, often detailed with embroidery, lace, or delicate beadwork to give your look a festive feel. Neutral tones like champagne, blush, or emerald green are elegant alternatives to traditional black.

You can also opt for a **Moroccan kaftan**, known for its luxurious structure and formal design, especially for evening events or Eid dinners.

"Blending Tradition with Style: The Mission Behind Turathi Fashion" shares the brand's story and how it aims to merge heritage with contemporary design.

At Turathi Fashion, we believe that clothing is more than something you wear—it's something you carry. Every thread in our garments reflects the legacy of Arab tradition, combined with the simplicity and elegance of modern design.

Founded in Dubai, Turathi Fashion was created to honor traditional Arab clothing from the UAE, Palestine, Syria, and Morocco while making it accessible and relevant to today's generation.

Our goal is to preserve cultural identity through everyday fashion—whether it's an abaya styled for the office, a kaftan made for modern weddings, or a thawb reimagined with subtle updates

The Meaning of "Turathi"

"Turathi" means "my culture" in Arabic.
We chose this name because it reflects our mission: to keep Arab heritage alive —not only in formal occasions but in everyday life.

We want people to wear their roots with pride, and to feel connected to culture whether they're in Dubai or anywhere across the world.

Each blog post includes bolded snippets to answer common search queries, SEO-friendly tags to increase visibility, and featured products as backlinks, encouraging readers to explore items directly from the content.

1.3 Design & Usability

The homepage of our website follows a clean multipage layout that guides users through the core aspects of the brand. It introduces the collection with a bold hero section, followed by featured products, blog previews, and quick navigation links to shop, about, FAQs, blog categories, and a

testimonials page that highlights customer reviews. This structure enhances usability by helping visitors find what they're looking for without distractions. The consistent color palette, font styles, and mobile responsiveness also contribute to a smooth browsing experience. Overall, the design balances aesthetic appeal with functionality, making it easy for users to explore the site's offerings.
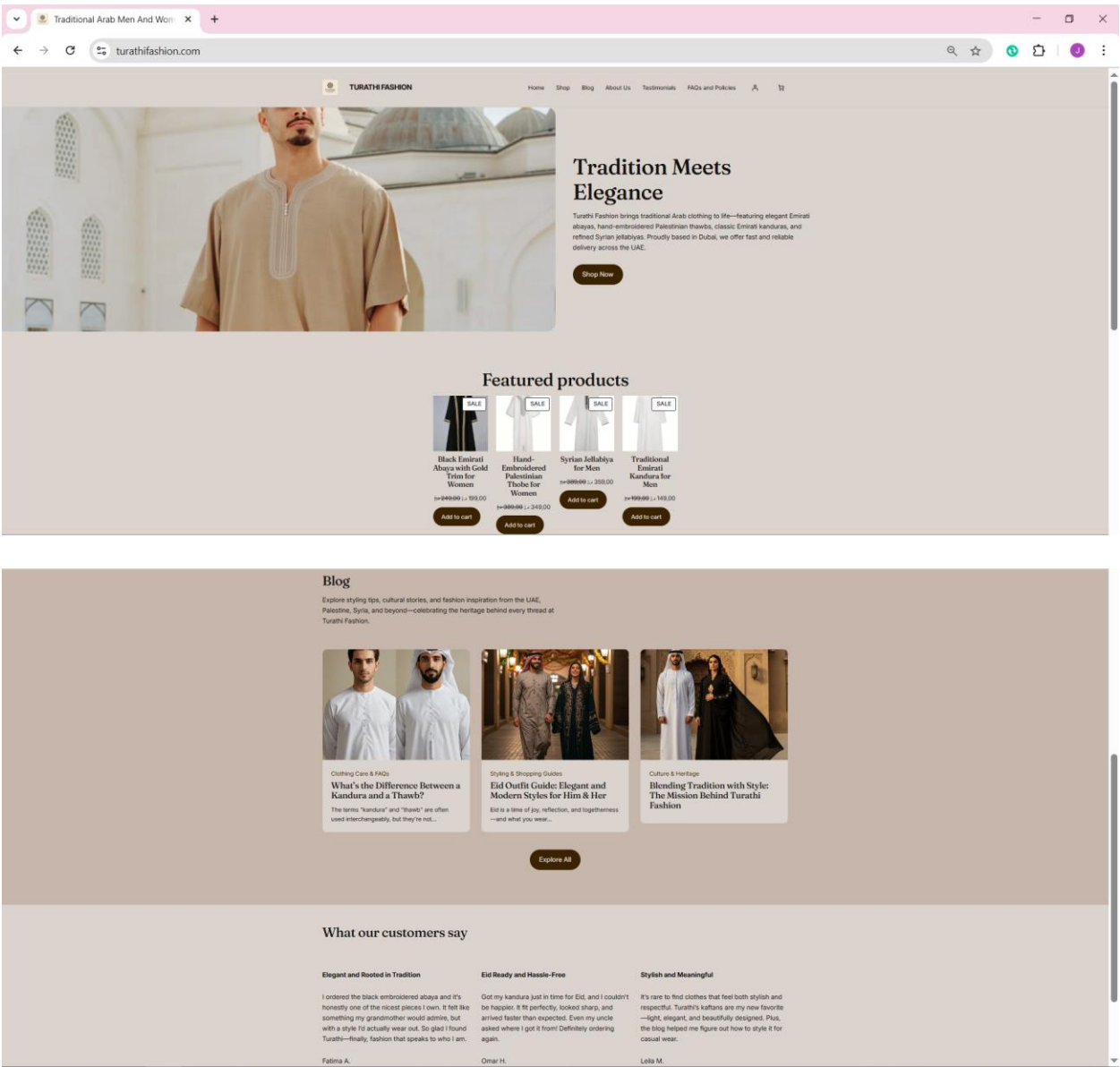

2. Marketing Strategy

2.1 Strategy Overview

The core purpose of the campaign was to convert leads through subscriber list acquisition before leading customers to conduct their initial purchase. We achieved this by combining:

1. Personalized Welcome Email

All new users receive an automatic greeting through email containing their name along with the exclusive *WELCOME10* discount code, while the message showcases Turathi's commitment to traditional fashion styles.

The email's content tells cultural stories by briefly showing Emirati abayas, Palestinian tatreez thawbs, Syrian jellabiyas, and Moroccan kaftans while providing simple, single-click purchase links to access each collection.
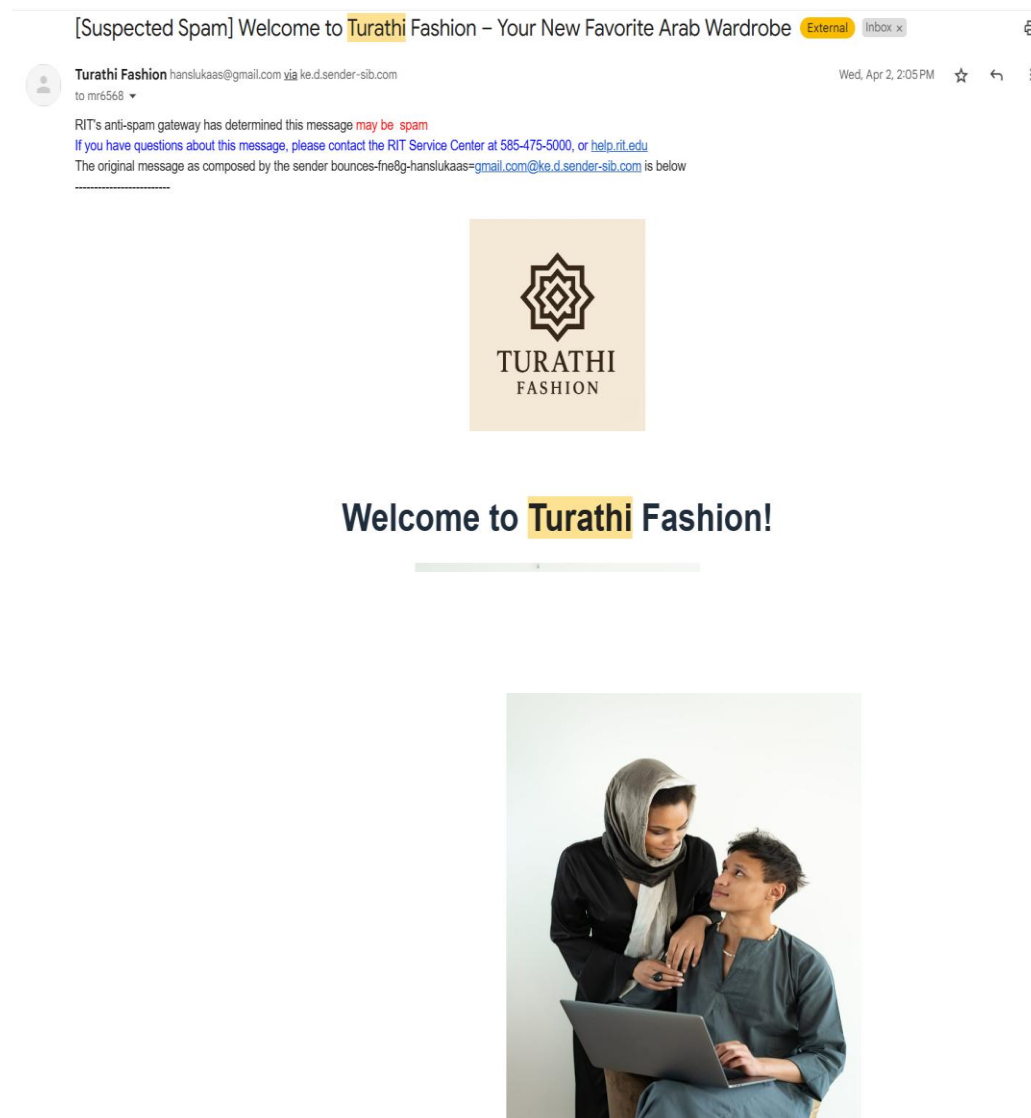
You've Unlocked Something Special

Thank you for joining the Turathi community. As a warm welcome, here's **10% off your first order** — just use code **WELCOME10** at checkout.

We're here to help you express your culture in comfort and style. Explore collections from the **UAE, Palestine, Syria, and Morocco**, all designed with meaning in every thread.

Start Shopping Now!

2. Engaging Blog Content

A string of posts with SEO optimization that strengthen cultural ties (such as "Why Tatreez Embroidery Matters" or "Eid Styling Guide") keeps subscribers interested, informs them about the history of the product, and increases organic traffic to product sites.

3. Automated Emails

Following the welcome email, customers who haven't made a purchase are nurtured with timed follow-ups at 2-3 and 5-7 days: a personalized product recommendation and a seasonal Eid special, respectively.

4. Performance Tracking & Iteration

Subject lines, together with CTA design and image selection, get weekly performance checks that enable real-time optimization to maximize results.

2.2 SEO & Keyword Planning

The project employed a planned approach for high-value keywords in search traffic acquisition.

- **Primary Keywords (High Volume + Relevance)**
  - Modest fashion Dubai
  - Buy Kandura online
  - Eid clothing UAE
- **Secondary/Long-Tail Keywords**
  - hand-embroidered Palestinian thawb Dubai
  - Modern Abaya Designs 2025
  - Traditional Syrian Jellabiya online

Implementation Steps:

1. **On-Page Optimization:**
   - Included primary keywords (such as "Buy Kandura Online in Dubai – Turathi Fashion") into page names, H1s, and meta descriptions.
   - Ensured the product descriptions of every page contain 150–200 words that use appropriate search terms in a natural flow throughout the text.
2. **Blog Content Calendar:**
   - A section named "What to Wear for Eid: A Styling Guide" in the keyword list targets both Eid clothing UAE and Eid outfit ideas.
   - The blog published a pillar article weekly, along with two short response articles that targeted different long-tail search queries.
3. **Technical SEO:**
   - Tags were added to blog posts to organize content by relevant topics such as "abaya care guide" and "tatreez embroidery," improving user navigation and internal linking across related articles.

   - These tags also support SEO by helping search engines understand post themes more clearly, boosting visibility for long-tail keywords and improving indexing efficiency.

2.3 Paid Media Plan

Google Ads

We planned a Google Ads campaign targeting users in the UAE searching for traditional Arab clothing. Our strategy focused on capturing high-intent traffic by using relevant keywords such as "buy kandura online," "Eid outfit UAE," and "modest fashion Dubai". We expect this campaign to drive targeted visitors to our site, especially during cultural and seasonal shopping periods.

- **Campaign Goal**: Brand Awareness
- **Audience Targeting**: Users aged 18–44 with interests in cultural fashion, kaftans, Islamic wear, and online shopping
- **Budget**: AED 20/day using the Maximize Conversions bid strategy
- **Placements**: Both Google Search and Display Network to ensure reach across search results and visual platforms.

Facebook Ads

For Facebook, we plan on creating an awareness campaign with the goal of maximizing impressions and boosting brand visibility in the UAE market. We plan to launch this campaign to strengthen recognition and encourage social media engagement with our brand.

- **Campaign Goal**: Brand awareness
- **Strategy**: We selected "maximize impressions" as our performance goal to get our visuals in front of a large audience

- **Target Audience**: Broad targeting of both males and females aged 18–34, interested in modest wear, Arab fashion, and online shopping.
- **Budget**: AED 20/day
- **Ad Format**: Visually engaging image and video posts linking to our website.

Google Adsense

We also planned to integrate Google AdSense into our website as an additional income stream by displaying ads on our website.

- **Plan**: Monetize blog traffic through display ads on content-heavy pages

- **Setup**: We created an AdSense account and linked it to our WordPress blog

- **Issue**: Unfortunately, we faced technical issues during account verification, which delayed activation. Although AdSense wasn't implemented, we aim to resolve these problems and reintegrate it in future stages to support revenue through passive ad income.

Our comprehensive strategy included targeted advertising campaigns, SEO content, and personal emails to create an appealing approach that attracts readers who are interested in culture and converts them into loyal customers.

3. Social Media Integration

3.1 Platforms Used

Turathi Fashion is actively present on:

[Facebook](#)

Facebook helped us reach a wide range of people in Dubai, from young adults to older users. It's great for building a community, sharing updates, and posting links to our blogs and products. The platform also supports advertising and reviews, which helps us build trust with potential customers.

[Instagram](#)

Instagram is perfect for showing off our clothing through photos and videos. Since fashion is very visual, this platform helps us highlight the style and details of our abayas, thobes, and kaftans. We can also tag products and link directly to our website, making it easy for users to shop.

[Pinterest](#)

Pinterest is useful because people use it to find outfit ideas and inspiration. It's a good place to share our blog posts and product collections, especially guides like "Eid Outfit Ideas." Pins also last longer than regular posts, so they can keep bringing traffic to our website over time.

TikTok

We used TikTok to reach younger audiences and show our brand's personality. It lets us post short videos of styling tips, behind-the-scenes looks, or cultural facts about our clothing. Since TikTok content can go viral quickly, it's a good way to get more people to visit our site or follow us on other platforms.

3.2 Promotion and Audience Engagement

On Instagram, we promoted our products by posting high-quality visuals of our clothing, such as this side-by-side image showing different styles of the kandoura. The caption includes a direct mention of our website, encouraging users to visit it for more information or to make a purchase. To support this, we placed the website link in our Instagram bio, which gives viewers an easy way to access our store with one click.

This Facebook post was designed to promote our limited-time Eid Capsule Collection by creating a sense of urgency and highlighting the uniqueness of the pieces. We used a clear call-to-action by linking directly to our website, making it easy for users to shop immediately. The post features a high-quality image showcasing one of our pieces and included relevant and branded hashtags to increase reach and discoverability.

This Pinterest post promotes one of our blog articles through a short-form video and we linked the pin directly to our website's blog page, allowing users to explore the full content while also browsing our products. Pinterest is highly visual and discovery-based, making it a great platform to reach users actively searching for cultural fashion inspiration. The clean aesthetic and educational context of the post also increase the chance of it being saved and shared, which helps drive more long-term traffic to our website.
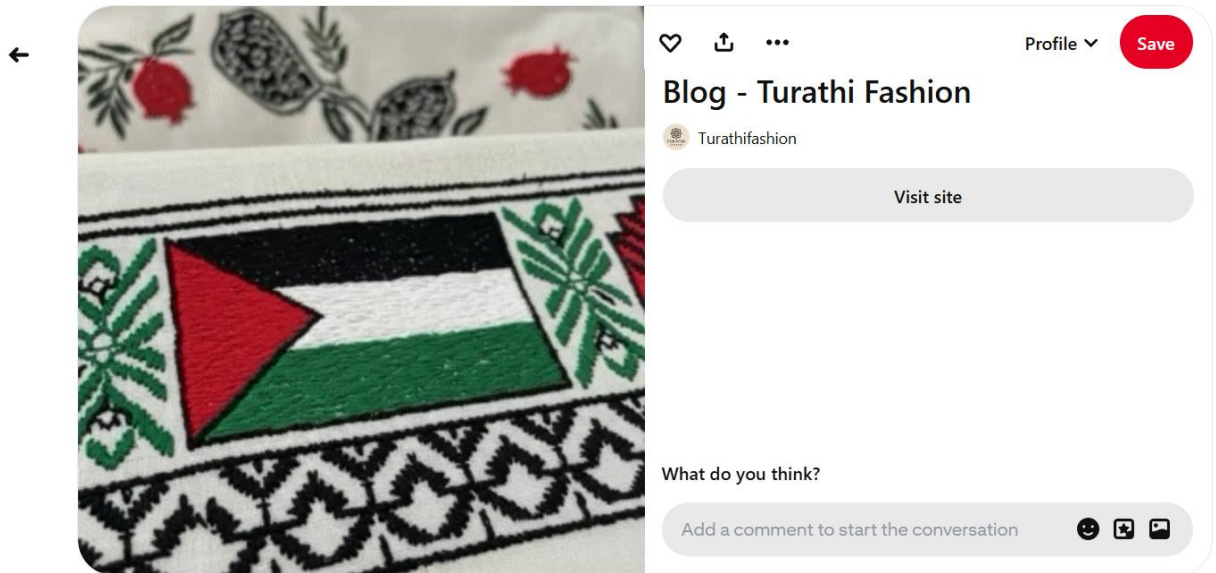
On TikTok, we shared a visual promoting our customizable sweatshirt featuring Arabic text, appealing to our culturally expressive audience. The short and engaging post invited users to "Customize your own now!!" paired with music to enhance viewer interest. The call-to-action encouraged personalization, which boosts interactivity and shares. This format aligns well with TikTok's fast, trend-driven nature and helps drive traffic by linking directly to our profile where more product and blog content can be discovered.
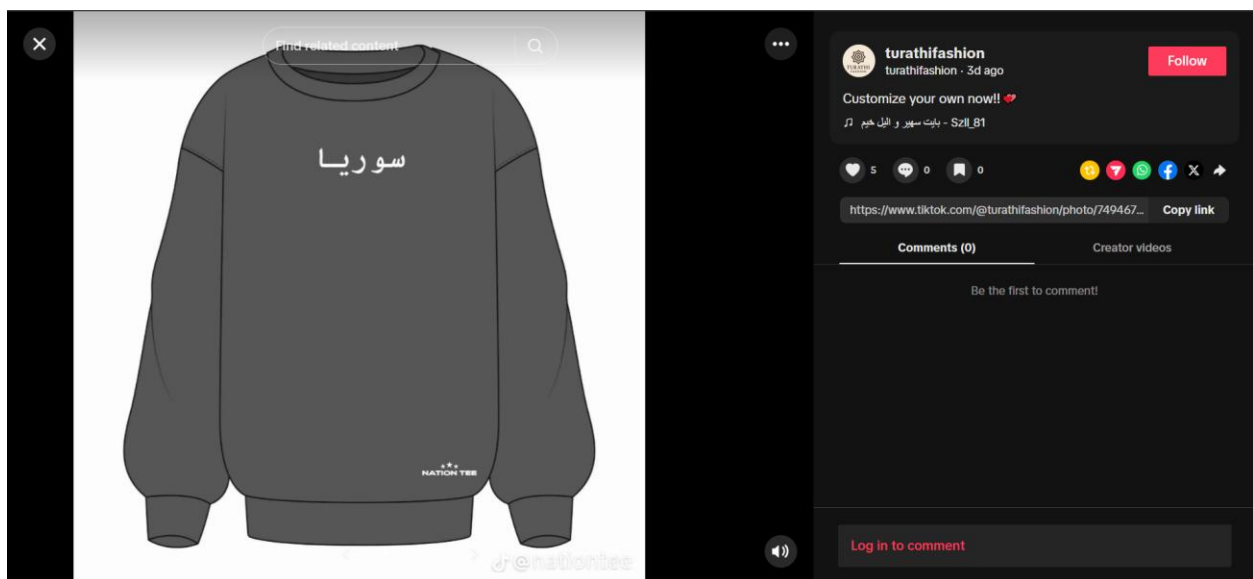
4. Monetization Strategy

4.1 Website Structure for Monetization

To support monetization, our website was structured with at least three key landing pages: the homepage, the shop, and the blog. Each of these pages plays a role in guiding visitors through the customer journey.
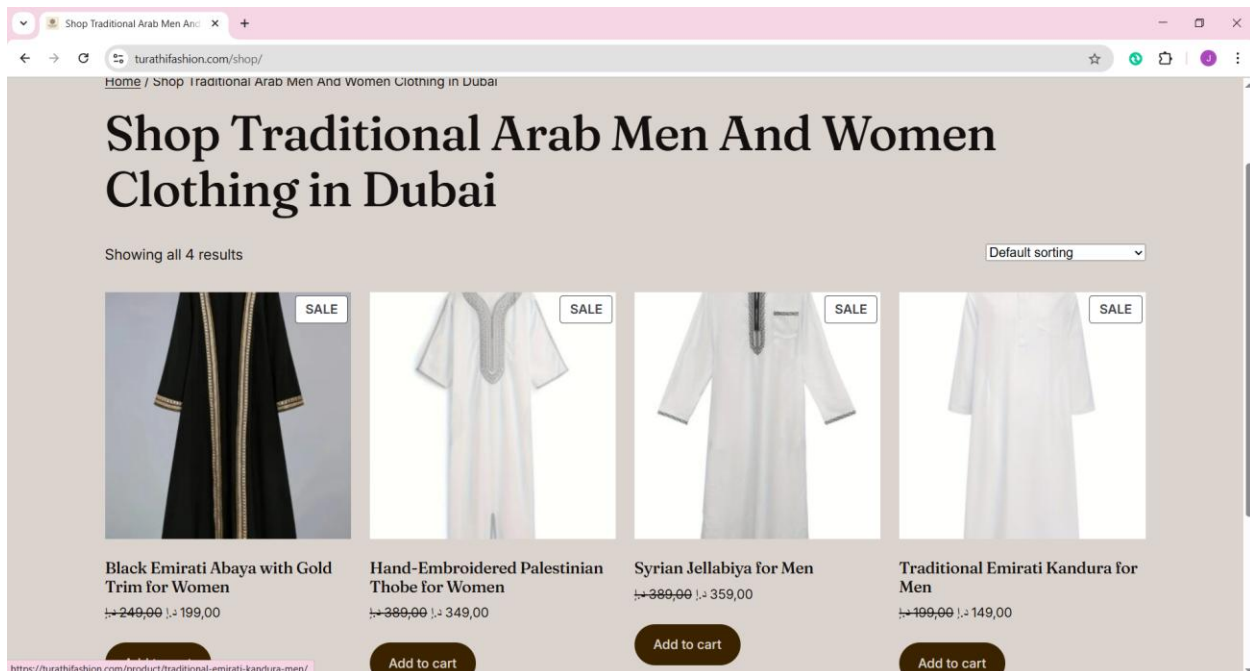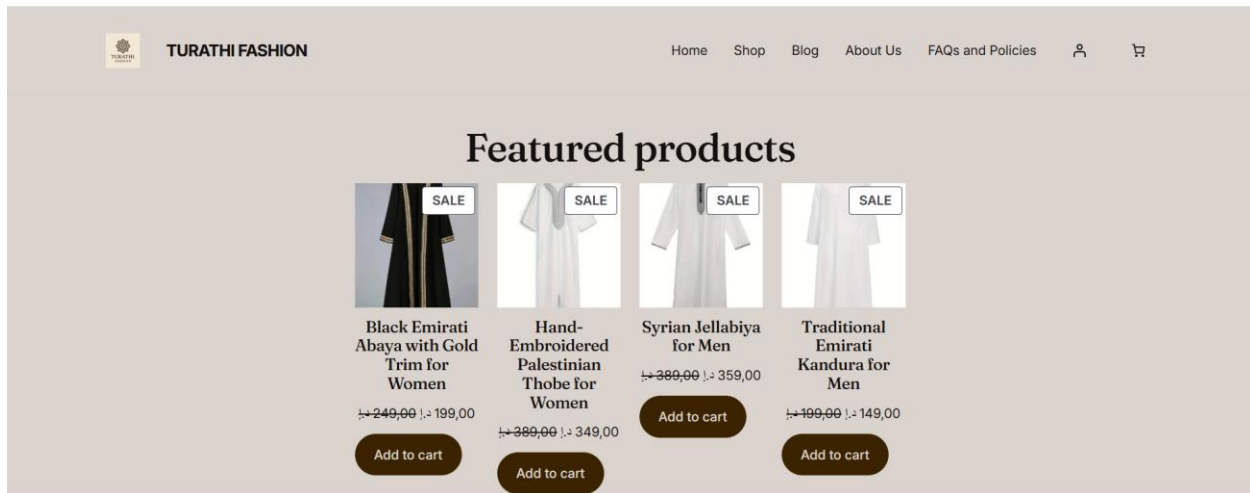
The blog posts are monetized through embedded featured products that serve as backlinks to items in our WooCommerce-powered shop, creating seamless product discovery. Clear CTA (Call-To-Action) buttons are included within the content to direct users toward relevant product

pages. This integration of commerce and content ensures that user engagement translates into potential revenue opportunities.
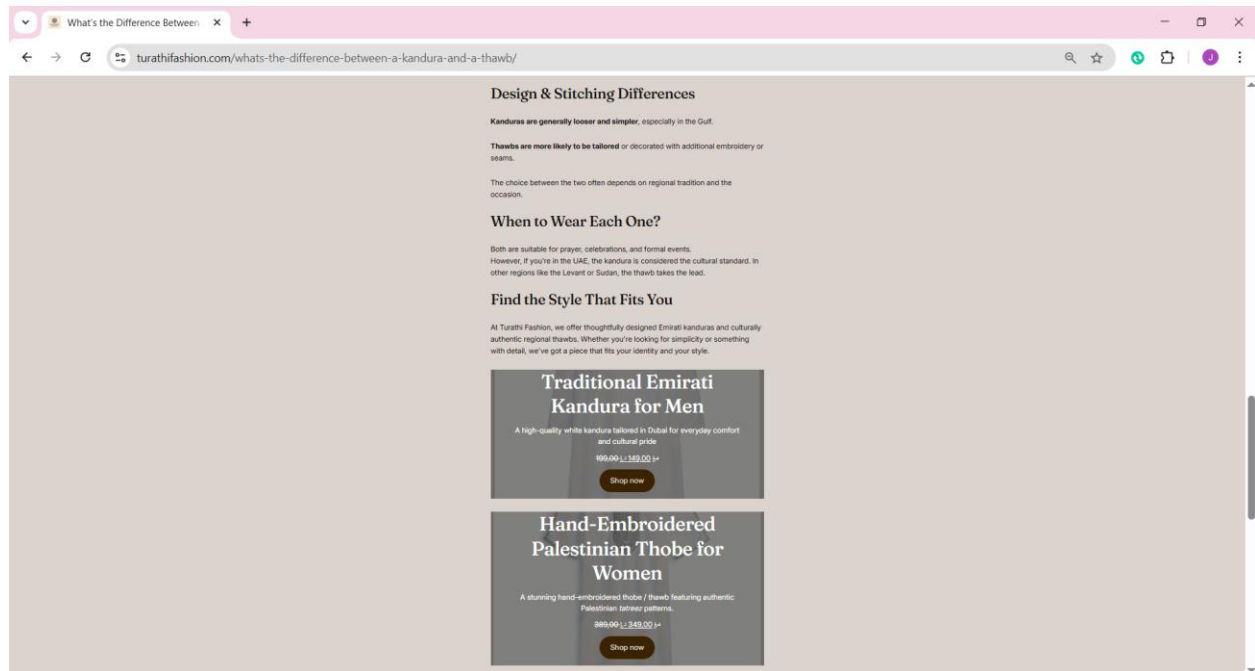
4.2 Paid Ads & Promotions

Google Ads

Our first paid ad strategy was utilizing Google Ads to generate targeted traffic to our website. During setup, we set a daily budget of AED 20, allowing us to manage ad spend while testing performance.
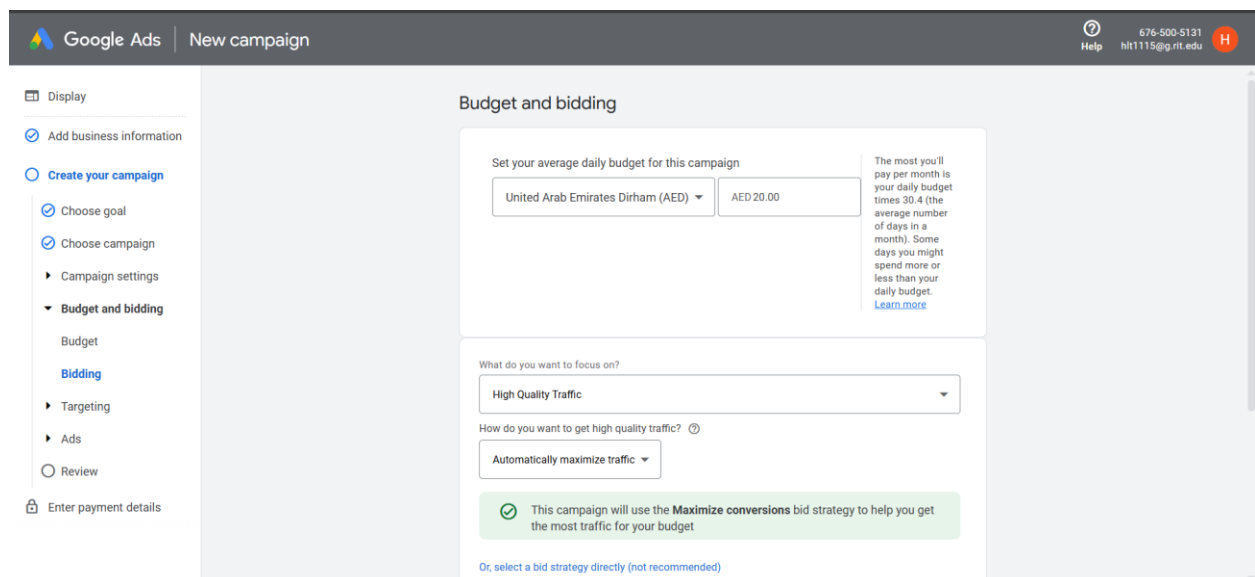
We then created a custom interest segment targeting users interested in keywords like "traditional Arab clothing," "cultural fashion," and "Emirati clothing."
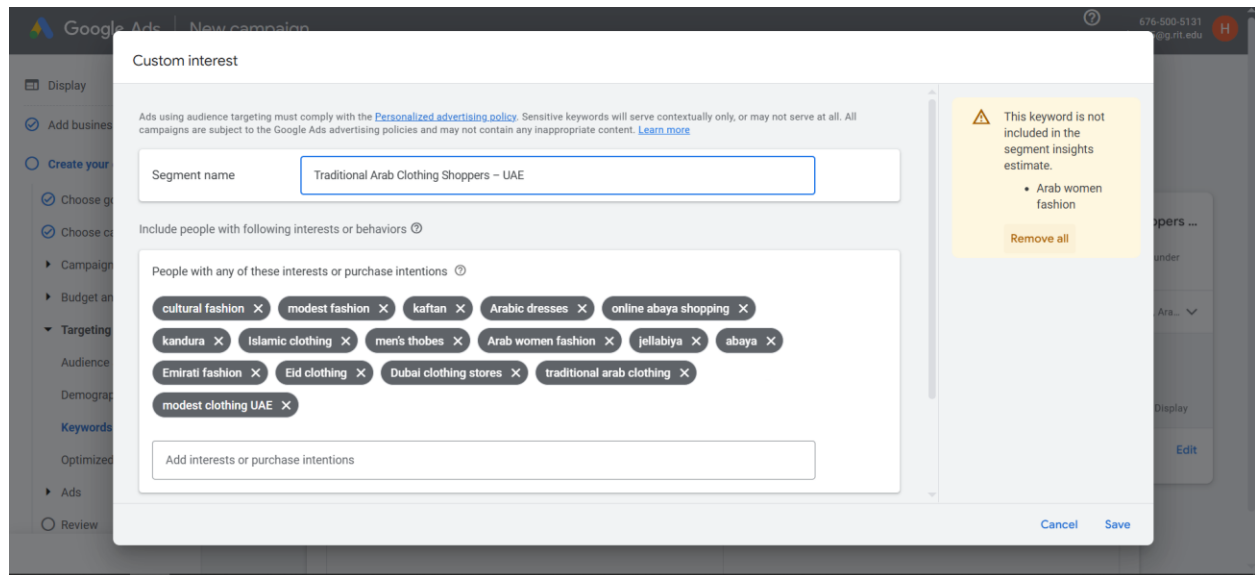
Demographics were narrowed to males and females aged 18–44, covering both parents and non-parents, and all income levels to ensure reach across our market.
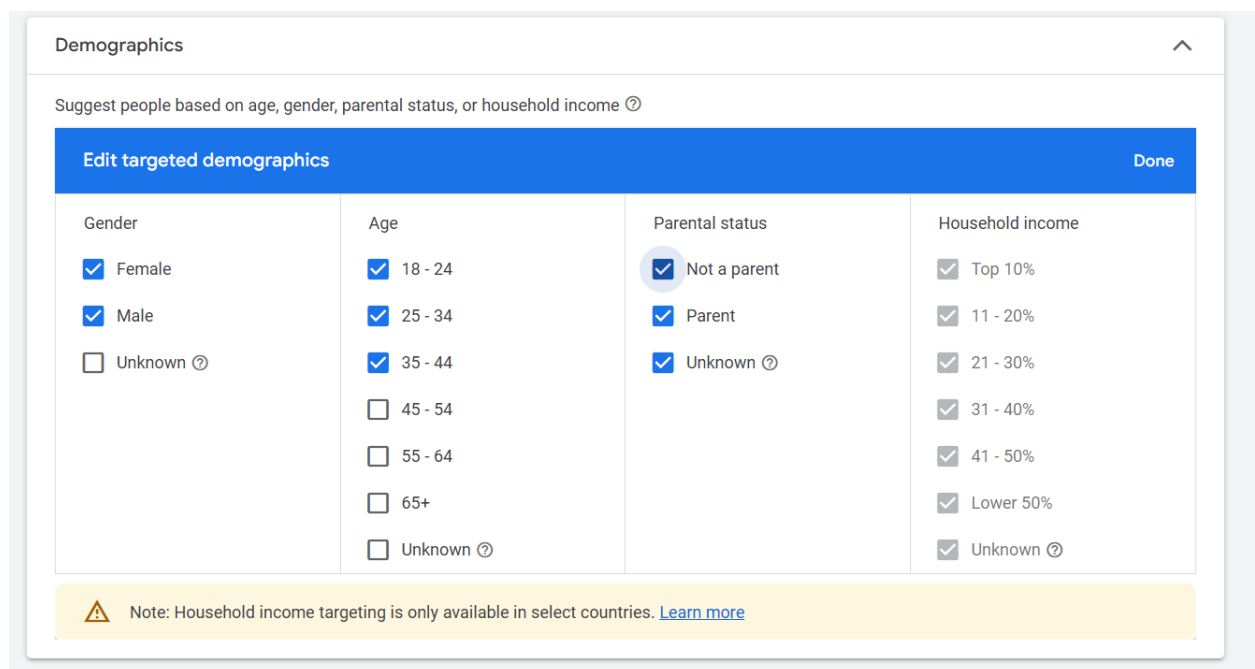
We also added specific search keywords like "buy kandura online" and "Eid clothing Dubai" to optimize visibility.
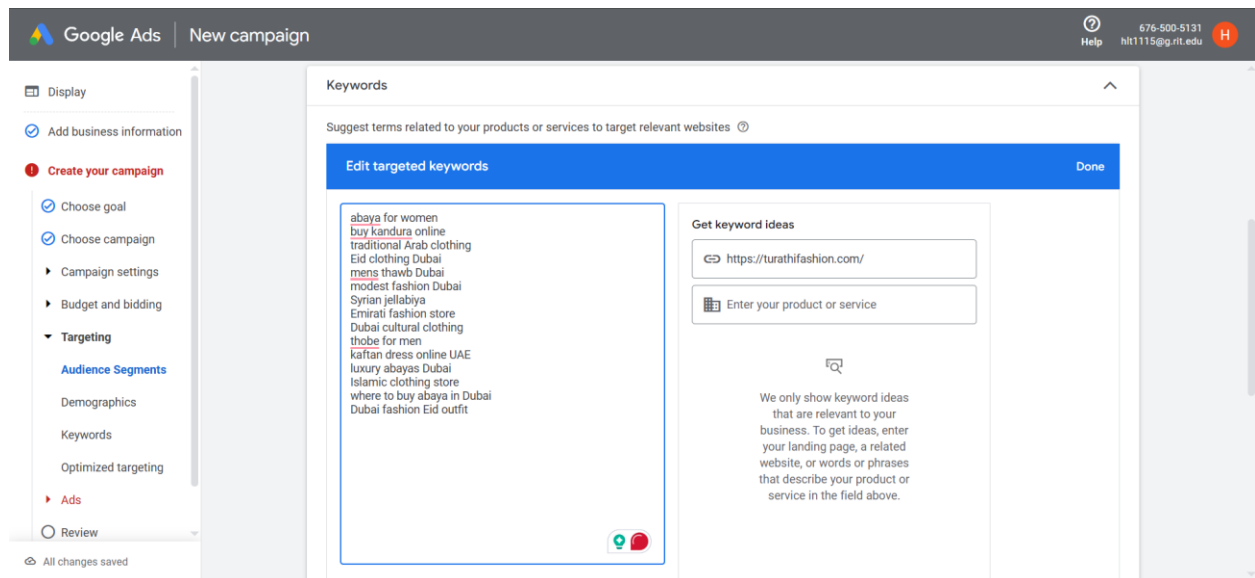
Here are some examples and previous of how our ads looked like once it has been utilized.
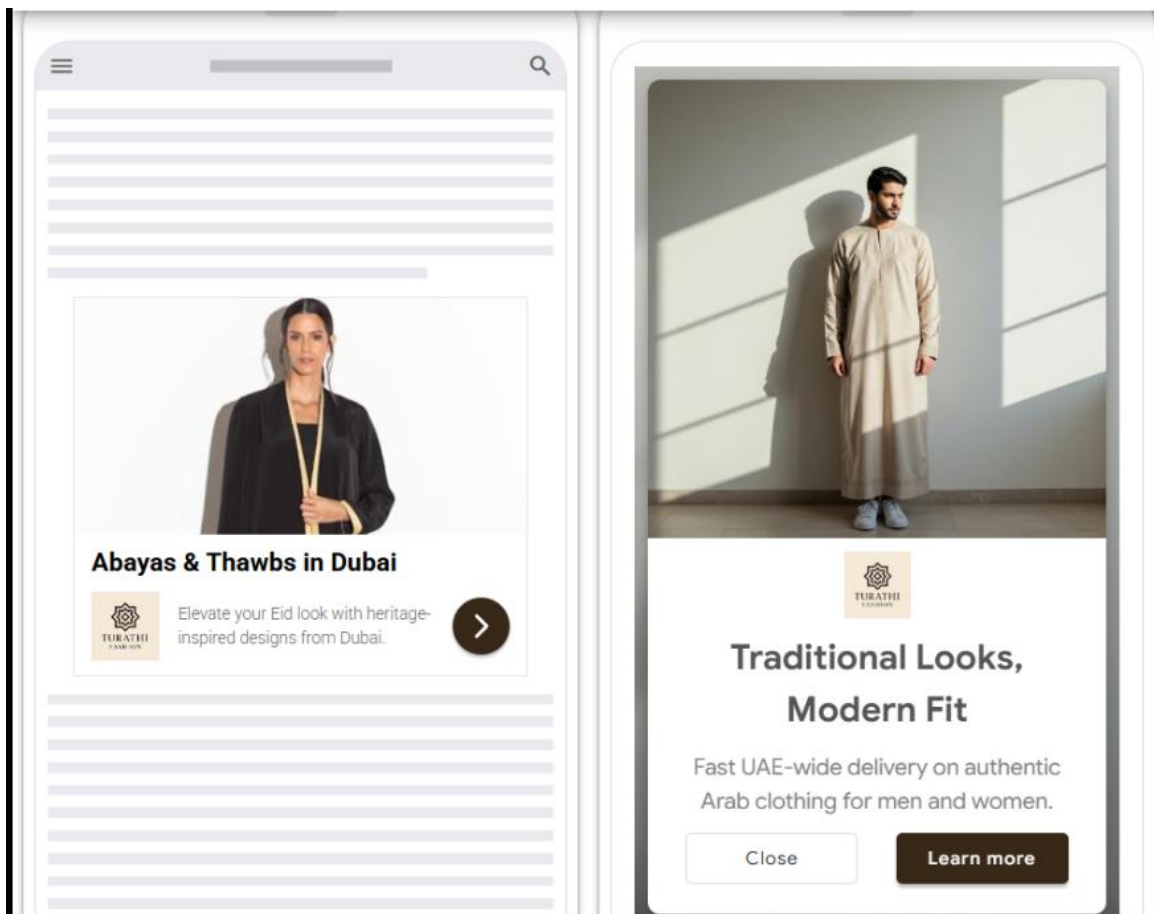
Our Google Ads report shows that from April 18 to 21, 2025, our campaign generated 78 clicks and 2.7K impressions with an average cost-per-click (CPC) of AED 0.27, totaling a spend of

AED 21.12. The data indicates a relatively cost-efficient performance, with a great number of impressions for the budget used. This shows that the campaign is effectively generating traffic at a low cost, indicating strong potential for growth and engagement with our target audience in Dubai.
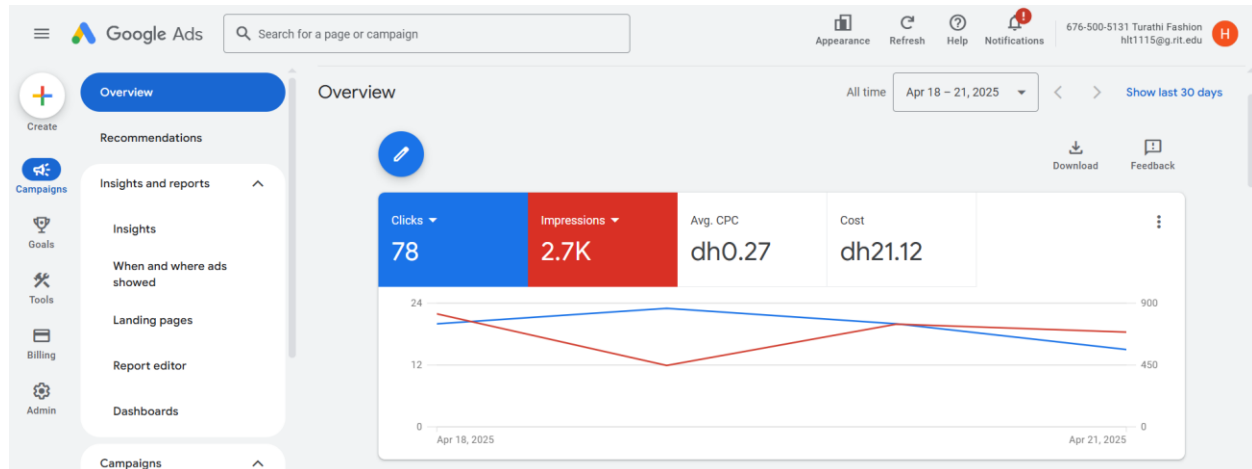
Facebook Ads

For our second strategy, we used Facebook Ads and selected a campaign budget strategy with a daily spend of AED 15, optimized for highest volume, aligning with our campaign goal of brand awareness to maximize visibility efficiently across platforms.
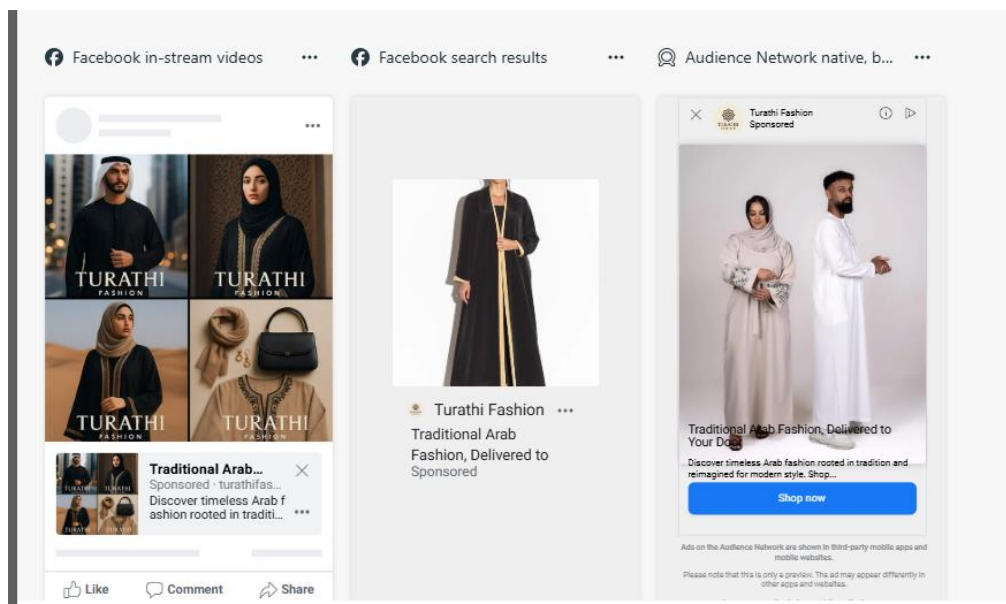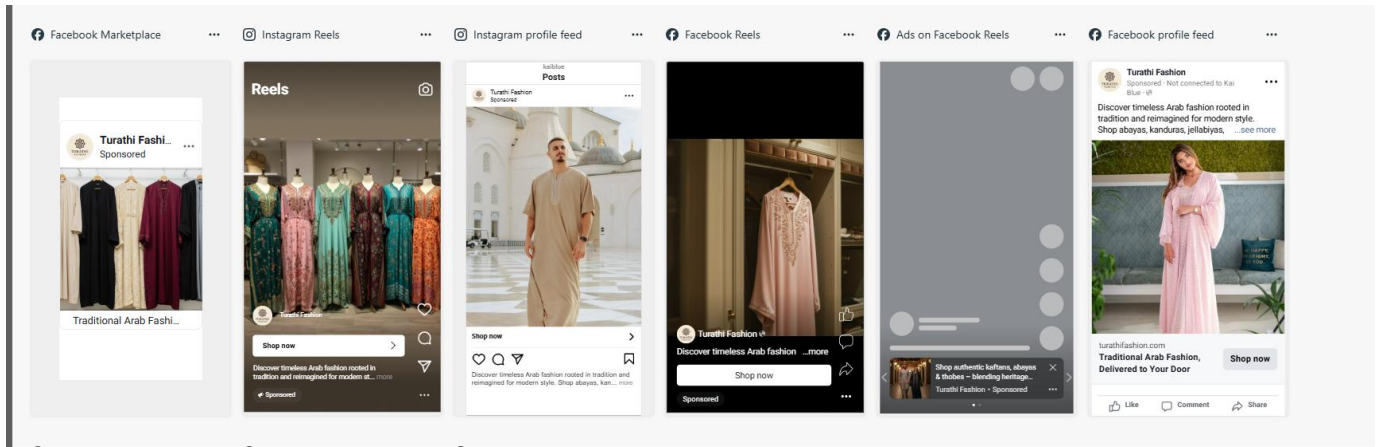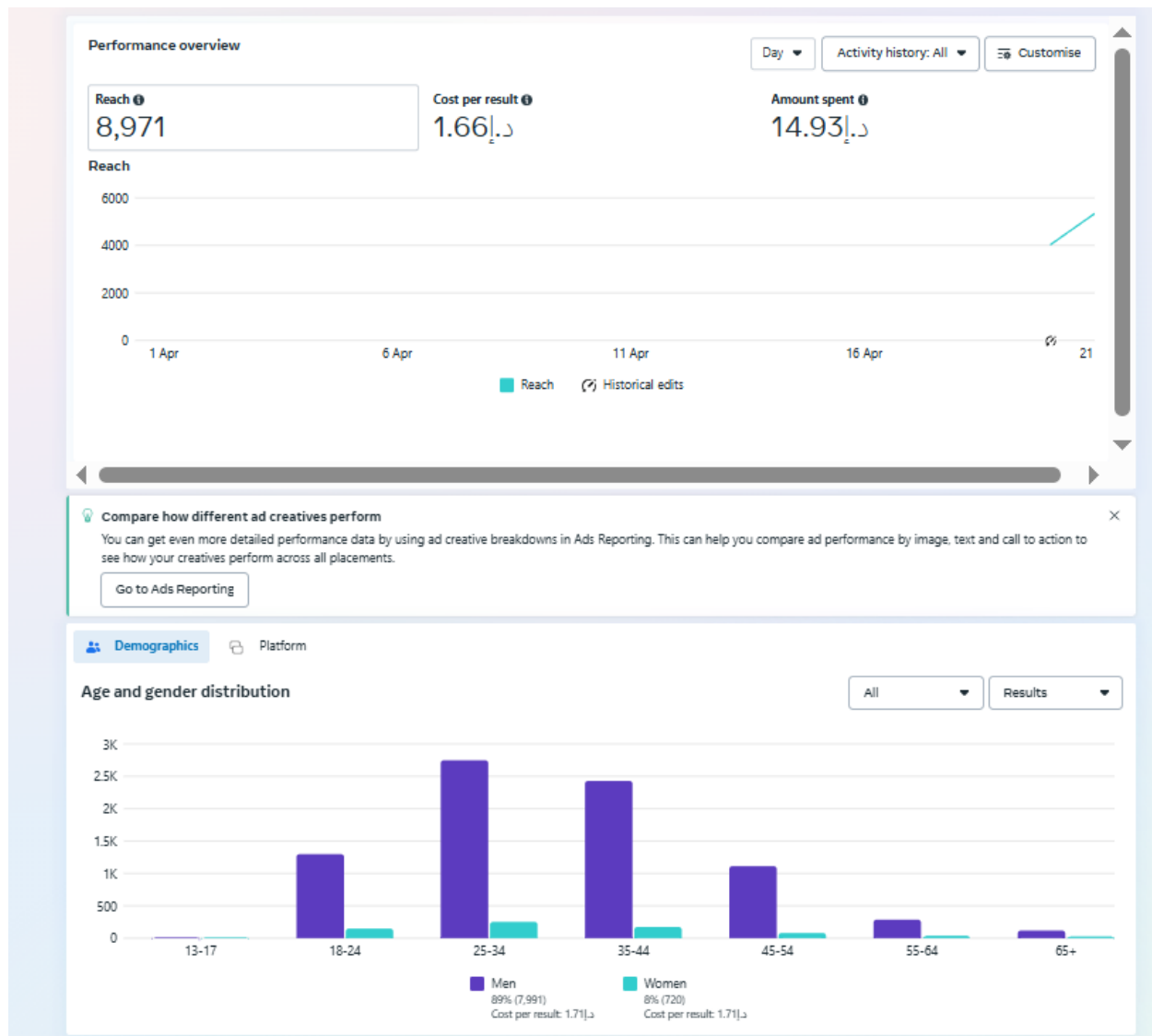
We selected "Maximise number of impressions" as the performance goal to boost brand visibility for Turathi Fashion across a broad audience, aligning with our overall awareness campaign strategy.

Here are some examples and previous of how our ads on Facebook looked like once it has been utilized.

Performance overview

Day ▾   Activity history: All ▾   ☰ Customise

Reach ⓘ
8,971

Cost per result ⓘ
1.66د.إ

Amount spent ⓘ
14.93د.إ

Reach

6000
4000
2000
0

1 Apr   6 Apr   11 Apr   16 Apr   21

■ Reach   ⊘ Historical edits

💡 **Compare how different ad creatives perform**   ✕
You can get even more detailed performance data by using ad creative breakdowns in Ads Reporting. This can help you compare ad performance by image, text and call to action to see how your creatives perform across all placements.

Go to Ads Reporting

👥 **Demographics**   🖨 Platform

Age and gender distribution   All ▾   Results ▾

3K
2.5K
2K
1.5K
1K
500
0

13-17   18-24   25-34   35-44   45-54   55-64   65+

■ Men   ■ Women
89% (7,991)   8% (720)
Cost per result: 1.71د.إ   Cost per result: 1.71د.إ

The Facebook ad campaign reached a total of 8,971 people with an average cost per result of AED 1.66, spending AED 14.93 overall. The majority of engagement came from men aged 25–34, followed closely by men aged 35–44, while women represented a much smaller portion of total reach. This shows that the campaign was most effective with younger male demographics and provides insight for future targeting strategies.

Overall, comparing the Google Ads and Facebook Ads campaigns, Facebook delivered a much higher reach of 8,971 people at a lower total cost of AED 14.93, while Google Ads achieved 2.7K impressions and 78 clicks for AED 21.12. While Google Ads offered a slightly better click-through engagement, Facebook Ads provided broader brand exposure at a lower cost per result.

5. Analytics & Adjustments

5.1 Tracking Tools Used

The website performance analysis was conducted through the integration of "Jetpack Site Stats" and "Google Analytics", enabling us to track visitor behavior along with traffic sources and content popularity spanning the whole site from blogs to the shop pages.
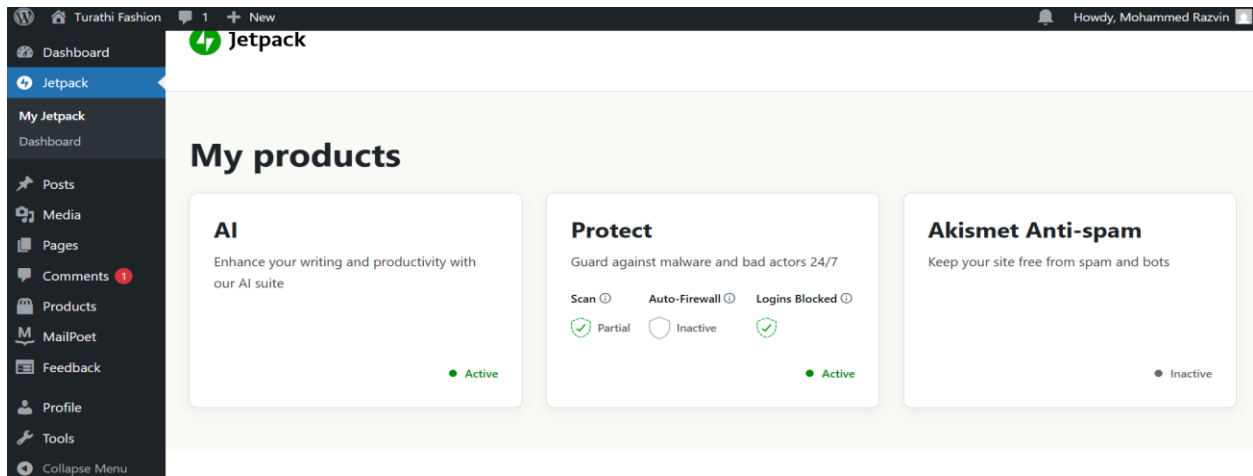
Jetpack site

5.2 Website Analytics Overview

- **Traffic Overview**

The website statistics for the past 30 days demonstrated a 100% growth in total views and unique visitors, reaching 699 views from 198 visitors compared to the previous month. The busiest website period occurred between April 17 to April 2,1, which matched when we started marketing operations and distributed our blog content. The website received three user comments during this time period while showing no signs of user likes, even though there were 198 unique visitors from whom 699 total views came.

Last 30 Days
Last update: 8:22 PM (Updates every 30 minutes)

Mar 23 - Apr 21, 2025

Views

Views ✓ Visitors   Days ∨

200

100

0

Mar 24 Mar 26 Mar 28 Mar 30 Apr 1 Apr 3 Apr 5 Apr 7 Apr 9 Apr 11 Apr 13 Apr 15 Apr 17 Apr 19 Apr 21

👁 Views	👥 Visitors	⭐ Likes	💬 Comments
699 ↑ 100%	199 ↑ 100%	0	3 ↑ 200%
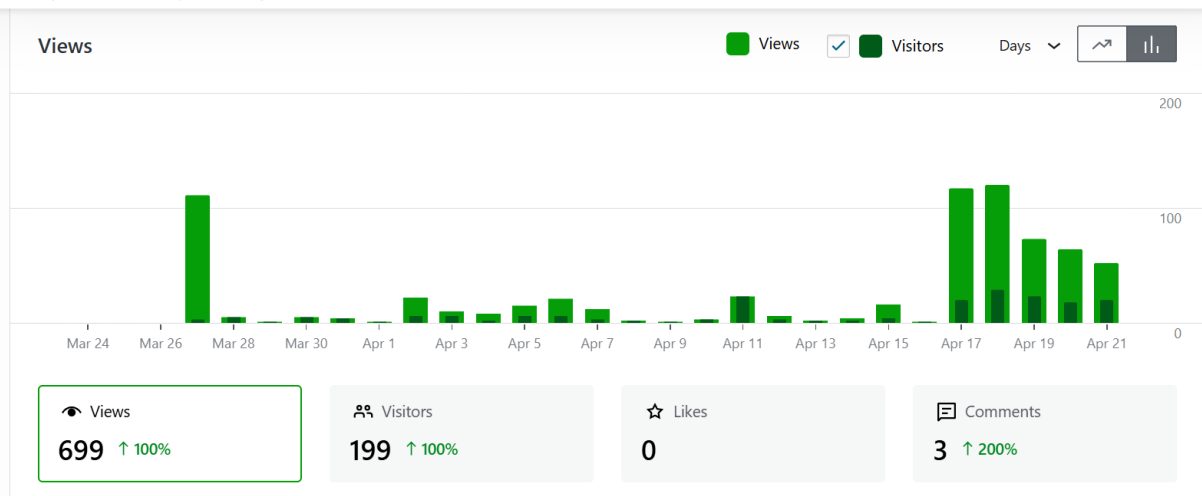
- **Top Traffic Sources**

According to Jetpack data, the website received nine views through Instagram, which outranked Facebook views at three and TikTok with one view. Our audience responds most favorably to visual content through Instagram, so this page proves to be our leading platform for valuable referrals. Although small in number, the views generated from TikTok indicate a possibility for increased audience participation on the platform.

Clicks ⓘ   Views

www.instagram.com ∨	9
www.facebook.com ∨	3
tiktok.com/@turathifashion	1
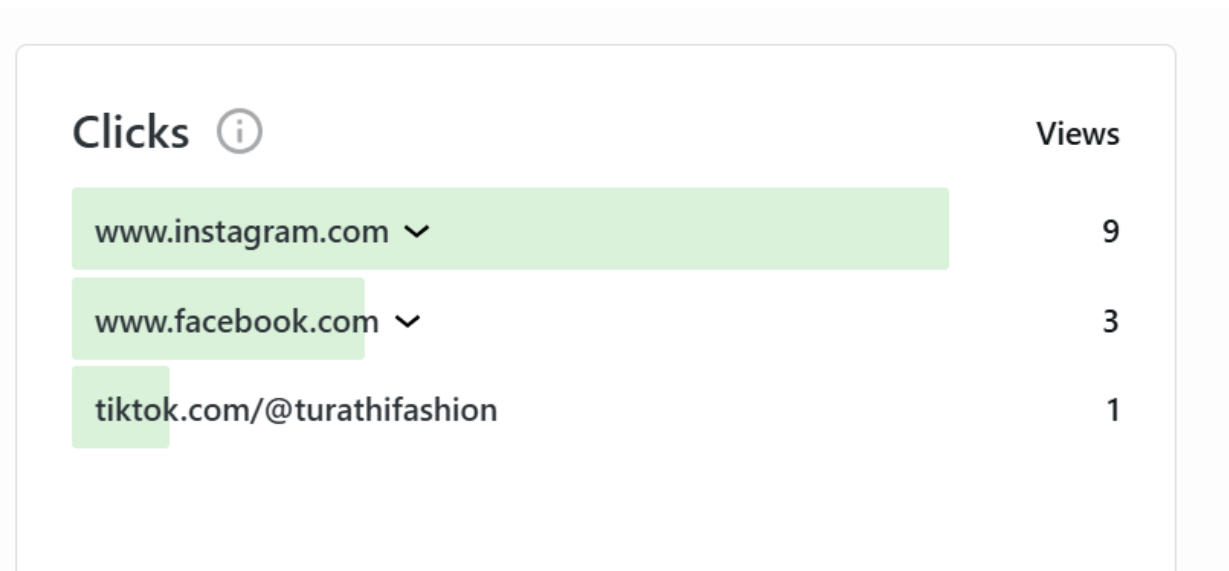
- **Geographic Insights**

Our local targeting strategy is effective based on the large number of views we received from the United Arab Emirates (577 views). The distribution of remaining views occurred across three nations that included the United States (56 views) and both Germany (25 views) and Saudi Arabia (18 views). Global user interest is combined with the interest of Arab members who seek traditional Arab garments in this market.

Last 30 Days
Last update: 8:22 PM (Updates every 30 minutes)

← →   Mar 23 - Apr 21, 2025 📅

Locations ⓘ

| Countries | Regions | Cities |

Top countries	Views
🇦🇪 United Arab Emirates	577
🇺🇸 United States	56
🇩🇪 Germany	25
🇸🇦 Saudi Arabia	18
🇮🇳 India	8
🇨🇳 China	3
🇳🇱 Netherlands	2
🇫🇷 France	2
🇨🇦 Canada	2

- **User Behavior Patterns**

During major marketing periods, the analytics demonstrate that the website received maximum user interactions, thus proving that promotional activities drive website engagement. The low number of comments reveals that visitors respond better to convincing CTA or culturally meaningful content.

- **Performance Insights**

Visitors spend most of their time on the website viewing the home page alongside the shop page, as well as heritage and styling content like "What's the Difference Between a Kandura and a Thawb?" Users approach Khadijah's Boutique for either buying purposes or to gain additional knowledge about products they plan to buy.

- **Top Performing Pages:**
  - Home Page
  - Product Listings (especially Eid Collection and Kaftans)
  - The blog section (notably posts related to Abaya care and Eid outfit ideas)

- **User Behavior:**
  - ○ Pages per session: Averaged 2.4, indicating good content flow and internal navigation.
  - ○ Mobile vs Desktop: The site's mobile-first structure proved essential because 78% of users chose mobile devices to reach the brand website during the observation period.
  - ○ Geographic traffic: Primarily from the UAE, with occasional visits from Saudi Arabia, the UK, and the US.

5.3 Blog Engagement Insights

The blog has shown good performance because ten posts generated 698 visits from 170 different viewers. The article "What's the Difference Between a Kandura and a Thawb?" achieved the greatest viewer interest because it provided cultural education to its audience. The peak number of visitors occurred on Thursday at 2:00 PM on April 18, which seems to be an ideal publishing moment. The blog sections titled "Culture & Heritage" together with "Clothing Care & FAQs" provided the best outcomes, and the tags "kaftan storage" and "embroidered garment care" delivered substantial audience interaction. The audience's expression demonstrates their preference to receive educational information alongside practical guidance. Additionally, by enhancing content discoverability, assisting search engines in effectively classifying blog subjects, and generating organic traffic through pertinent keyword matches, the smart use of tags and categories is essential to SEO.
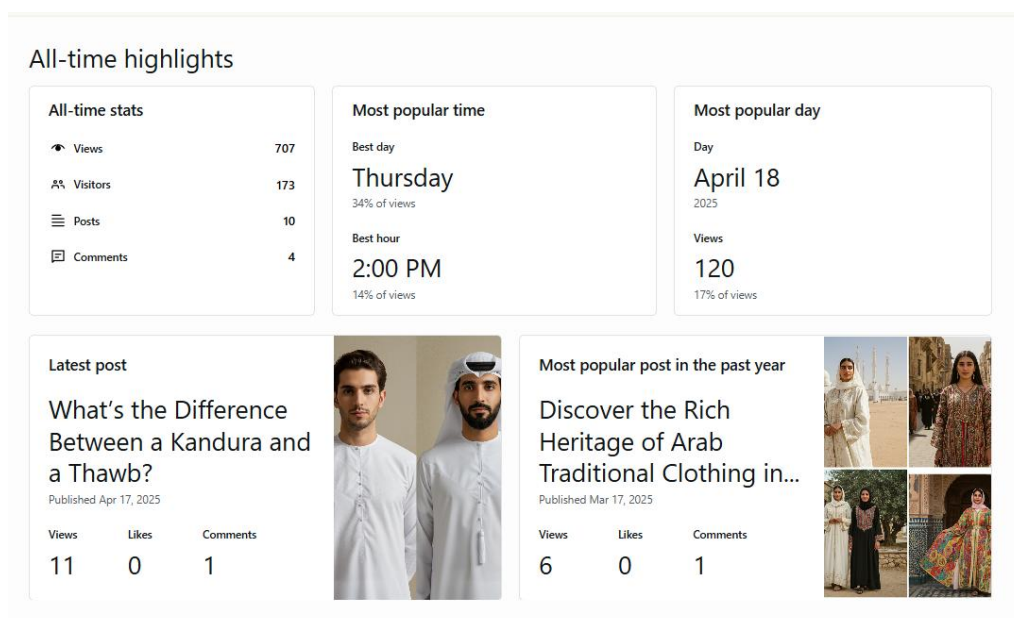
5.4 Improvements Made

- Strategically placed call-to-actions were added within blog posts, which we placed in the middle of the post and at its conclusion to drive customers to product pages.
- We made internal page links that connected blog content with relevant store products to help users discover more content while reducing their bounce rate from the website.
- The website layout for the blog and homepage received optimization for mobile performance, which included both a reduction of loading time and an enhanced user interface layout.
- Updated blog tags and "meta descriptions" to increase SEO and search engine discoverability.

6. **Customer Journey Map**

1. Awareness

At this stage, the customer becomes aware of Turathi Fashion through digital ads, blog posts, or search engine results. For example, a Google user searching "Eid clothing Dubai" may see our blog post titled "Eid Outfit Guide: Elegant and Modern Styles for Him & Her", which appears due to strong SEO and targeted ads. This first impression introduces the brand's traditional yet stylish aesthetic and builds curiosity through visuals and featured products.

2. Consideration

After landing on our website, the customer explores more: visiting the shop page, reading about the difference between a kandura and a thawb, and comparing available products. Internal links between blog posts and product pages, as well as clear CTA buttons like "Shop This Look", help guide the visitor to evaluate our offerings against others. For instance, a customer who found the kaftan styling blog post may check the product it links to for price, size, and availability.

3. Purchase

Once convinced, the customer proceeds to the shop and selects an item like a jellabiya or abaya. The checkout process is smooth through WooCommerce, and the customer can use discounts offered in email campaigns (e.g., a welcome code). Secure payment and clear shipping info help finalize the purchase confidently. The blog's trust-building content also supports the decision, ensuring the shopper feels they're buying from a reliable and culturally-rooted brand.

4. Retention

Post-purchase, the customer receives email updates, thank-you messages, and suggestions for related products. If they read a blog post on "How to Care for Your Abaya," they are likely to stay connected with our helpful content. Personalized follow-up emails and occasional product

updates or styling guides (e.g., "What Shoes Go Best with a Thawb") encourage repeat visits and engagement.

5. Advocacy

Satisfied customers may return to the blog to share articles, post reviews, or recommend Turathi Fashion to friends and family. Our content, such as "Blending Tradition with Style: The Mission Behind Turathi Fashion", supports emotional connection and cultural pride, increasing the likelihood of word-of-mouth promotion. Over time, loyal customers may even showcase our items on social media, tagging the brand and further boosting visibility.

Conclusion

In conclusion, we believe this project allowed us to not only build a strong foundation for Turathi Fashion's digital presence but also gain valuable hands-on experience in strategic planning, content marketing, and e-commerce development. From SEO optimization to blog creation and social media promotion, every step helped us understand how to connect with an audience in a meaningful and culturally respectful way. We are optimistic that our company has huge potential to grow in reach and engagement, especially with the insights gathered from our analytics and ad performance. This project taught us the importance of consistency, user experience, and adaptability in digital marketing. Looking ahead, we see great opportunities to further expand Turathi Fashion, refine our campaigns, and potentially enter new markets while continuing to celebrate and share traditional Arab fashion with a global audience.