

\*CULTARK® X zid



## CLIENT OVERVIEW

Zid, a dynamic Saudi holding company established in 2017, is on a mission to transform the retail sector through innovative e-commerce solutions. Based in Riyadh, Zid rapidly expanded its footprint throughout the MENA region. The company's vision centers on simplifying e-commerce for businesses by offering a comprehensive suite of digital products and services.

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CLIENT OVERVIEW

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OBJECTIVES

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CHALLENGES

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STRATEGY AND IMPLEMENTATION

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RESULTS

## OBJECTIVES

Zid, recognized as the pioneer of e-commerce enablement in the Middle East, sought to achieve two primary objectives:

**Boost Organic Traffic:** Zid aimed to increase its visibility and organic traffic, enabling it to attract a larger audience.

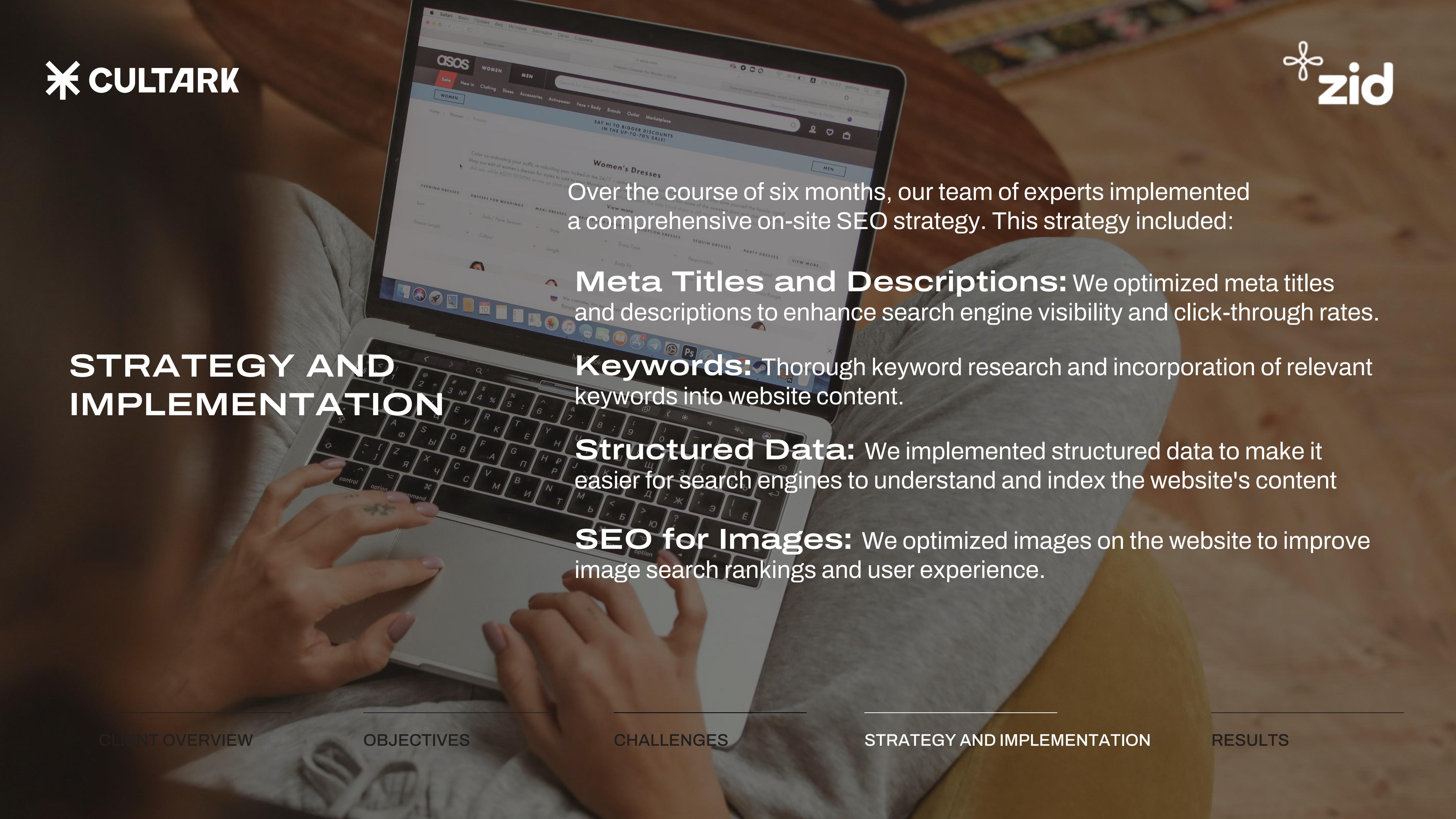
**Improve Conversions:** The company needed to enhance conversion rates to generate more sales and achieve its business goals.

## CHALLENGES

**Low Awareness:** Many consumers automatically associated e-commerce with Zid's competitors, unaware of the existence of alternative platforms, including Zid.

**Language Dilemma:** Zid operated in two languages, Arabic and English. While Arabic was commonly used in Middle Eastern search engines, competing with established English keywords was a challenge.

**Opening a new market** for Arabic keywords in an English based platform.



Over the course of six months, our team of experts implemented a comprehensive on-site SEO strategy. This strategy included:

## STRATEGY AND IMPLEMENTATION

**Meta Titles and Descriptions:** We optimized meta titles and descriptions to enhance search engine visibility and click-through rates.

**Keywords:** Thorough keyword research and incorporation of relevant keywords into website content.

**Structured Data:** We implemented structured data to make it easier for search engines to understand and index the website's content.

**SEO for Images:** We optimized images on the website to improve image search rankings and user experience.

## STRATEGY AND IMPLEMENTATION

**Images Alt Tags:** we utilized descriptive alt tags for images to enhance accessibility and SEO.

- **Content Creation:** We identified keywords that aligned with consumer search patterns and created blog content in both Arabic and English that revolved around these keywords. This effort opened up a new market and allowed users to find Zid through indirect keywords

- **Backlink Strategy:** We employed backlinks to drive qualified traffic to their website, both in Arabic and English. This strategy significantly increased domain authority and credibility.

## RESULTS

The implementation of these strategies yielded remarkable results for Zid:

**Domain Authority:** Increased by **2.14X**, showcasing the website's growing credibility.

**Backlinks:** Grew by an astounding **11,111X**, indicating substantial visibility and authority within the industry.

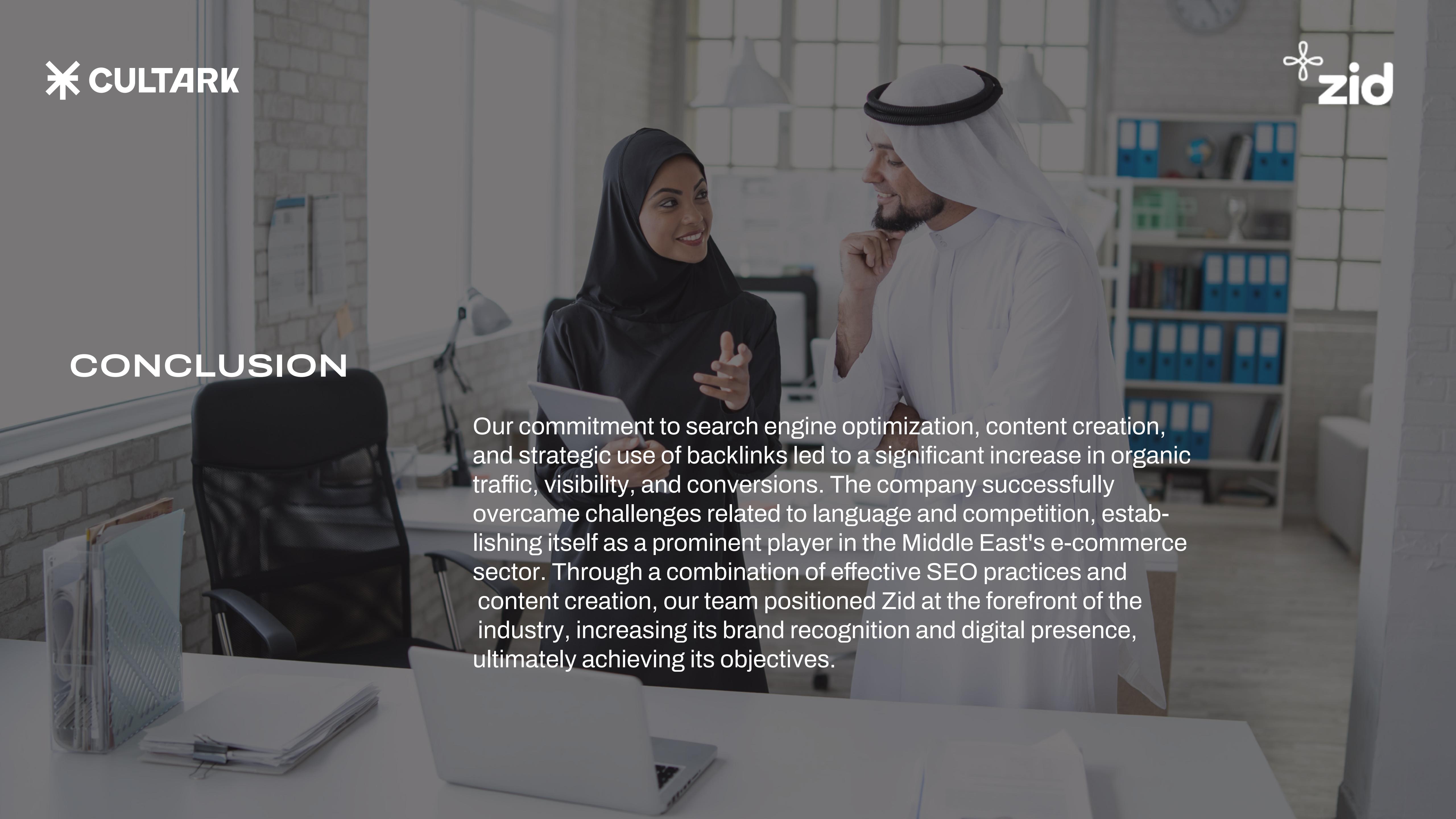
**Referring Domains:** Expanded by **17X**, signifying a robust network of websites endorsing Zid's services.

**Organic Monthly Traffic:** Skyrocketed by **217X**, demonstrating the success of the SEO and content strategy in driving more organic visitors to the website.

**Non-Branded Keywords:** we increased non-branded keywords from nearly zero to 20 keywords appearing on the first page of search results.

**Branded Keywords:** Enhanced branded keywords from **2 to 7** keywords on the first page of search results, solidifying the brand's online presence.

## CONCLUSION



Our commitment to search engine optimization, content creation, and strategic use of backlinks led to a significant increase in organic traffic, visibility, and conversions. The company successfully overcame challenges related to language and competition, establishing itself as a prominent player in the Middle East's e-commerce sector. Through a combination of effective SEO practices and content creation, our team positioned Zid at the forefront of the industry, increasing its brand recognition and digital presence, ultimately achieving its objectives.