

# Client Case Study: Boosting Sara International Travel's Organic Traffic with ShamsDigital

## Client Overview

**Client Name:** Sara International Travel  
**Industry:** Hajj and Umrah Travel Agency  
**Location:** New York, USA  
**Service Area:** USA  
**Website:** [sarainternationaltravel.com](http://sarainternationaltravel.com)

## Project Objective

Sara International Travel aimed to increase their online visibility and drive more organic traffic to their website, with the goal of attracting more clients across the USA for their Hajj and Umrah travel services. They partnered with ShamsDigital to execute a comprehensive SEO strategy to achieve this.

## SEO Challenges

- **High Competition:**

The travel industry, especially Hajj and Umrah services, is highly competitive with well-established players dominating the market.

- **Initial Backlink Deficiency:**

Building a strong backlink profile was challenging given the initial low domain authority and niche market.

- **Seasonality:**

Traffic for Hajj and Umrah services is highly seasonal, leading to fluctuations in traffic and engagement.

## Content Marketing Strategy

To support off-page SEO, ShamsDigital executed a robust content marketing strategy:

- **Blog Outreach:** Creating and sharing blog posts about Hajj and Umrah tips, experiences, and guides to attract readers and earn backlinks.
- **Influencer Collaborations:** Partnering with influencers within the Muslim community to promote Sara International Travel's services.
- **User-Generated Content:** Encouraging customers to share their travel experiences and leave reviews on social media and review platforms.
- **Community Building:** Creating groups and forums for discussions related to Hajj and Umrah travel to foster a sense of community and increase engagement

## SHAMSDIGITAL SEO PROCESS

### Initial Audit and Strategy Development:

ShamsDigital initiated the project with a detailed SEO audit to identify the strengths and weaknesses of Sara International Travel's website. The audit highlighted several areas needing improvement:

- **On-page SEO Optimization:** The website's meta tags, headers, and content were not adequately optimized for relevant keywords.
- **Technical SEO Fixes:** Issues such as slow page load times, broken links, and non-mobile-friendly design needed addressing.
- **Backlink Profile:** The website had a low domain authority due to a limited number of quality backlinks.

## SEO OFF-PAGE ACTIVITIES

### Comprehensive Link Building

ShamsDigital focused on acquiring high-quality backlinks from reputable sources.

#### Activities included:

#### 1 Guest Posting:

Writing and publishing articles on relevant travel blogs and Islamic community websites to gain backlinks.

#### 2 Press Releases:

Distributing press releases to announce new packages, services, and promotions, thereby gaining media coverage and backlinks.

#### 3 Directory Submissions:

Submitting Sara International Travel to high-authority travel and religious directories.

#### 4 Social Bookmarking:

Sharing valuable content on platforms such as Reddit, Digg, and Stumble Upon to increase reach and gain backlinks.

#### 5 PPT Submission:

Creating informative PowerPoint presentations about Hajj and Umrah services and submitting them to sites like SlideShare to build backlinks and increase visibility.

#### 6 Blog Sharing:

Actively sharing blog content on various platforms to drive traffic and gain backlinks.

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## POSITIVE RESULTS ACHIEVED

### Significant Increase in Organic Traffic

Within six months, Sara International Travel experienced a 150% increase in organic traffic to their website. This was due to improved search engine rankings and increased visibility from quality backlinks.

### Improved Search Engine Rankings

The website achieved first-page rankings on Google for key search terms such as "Hajj travel packages USA" and "Umrah services New York."

This was a direct result of the effective SEO strategies implemented by ShamsDigital.

### Enhanced Domain Authority

Sara International Travel's domain authority improved significantly, bolstered by the quality backlinks and increased social media engagement.

This enhanced the website's credibility and overall search engine performance.

### Higher Conversion Rates

The targeted organic traffic led to a 30% increase in inquiries and bookings for Hajj and Umrah packages, contributing to a notable boost in business growth.

## Conclusion

ShamsDigital's strategic and meticulous SEO approach was instrumental in enhancing Sara International Travel's online presence. By overcoming challenges and leveraging targeted off-page SEO techniques, ShamsDigital successfully increased organic traffic and search engine rankings, driving business growth and success for Sara International Travel.

**For more information on how ShamsDigital can help your business grow,  
visit: [www.shamsdigital.co.uk](http://www.shamsdigital.co.uk)**