



# Who Are We?



## About us

Voctos is a digital marketing agency celebrated for its imaginative and pioneering approach. We have mastered the art of delivering marketing solutions and strategies that are fueled by data and technology. Our expertise lies in providing clients with exceptional services.

# What Sets Us Apart From Other Agencies



Partner for Google Ads in the MENA region.



Unique blend of competences in our teams  
(consultancy + data science + digital performance)



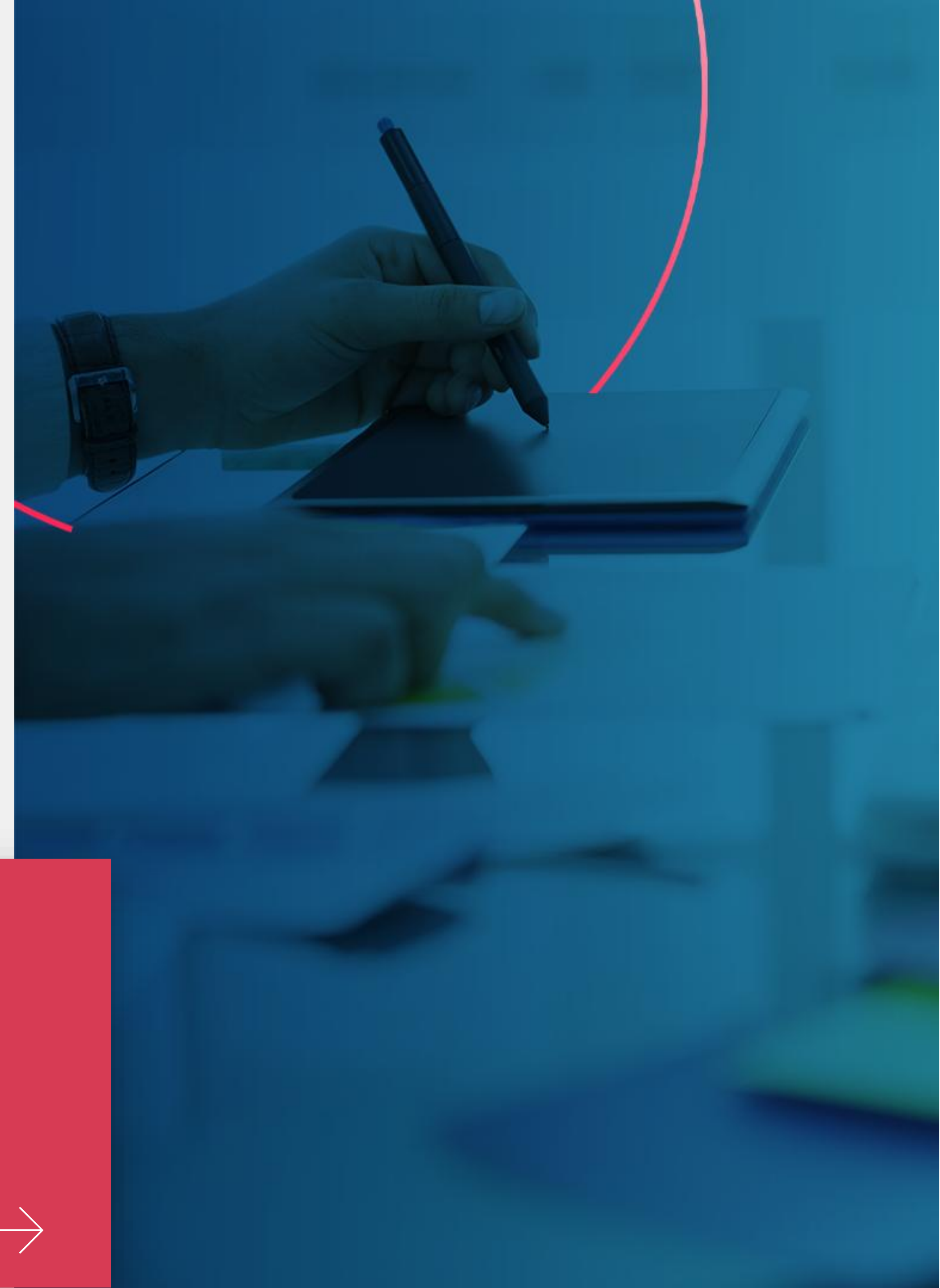
71 Regional skills and Multilingual Native Skills in  
12+ languages



We are an Independent Agency: Tech and  
Platform Agnostic



Official partner agency for SEMrush in the Middle  
East

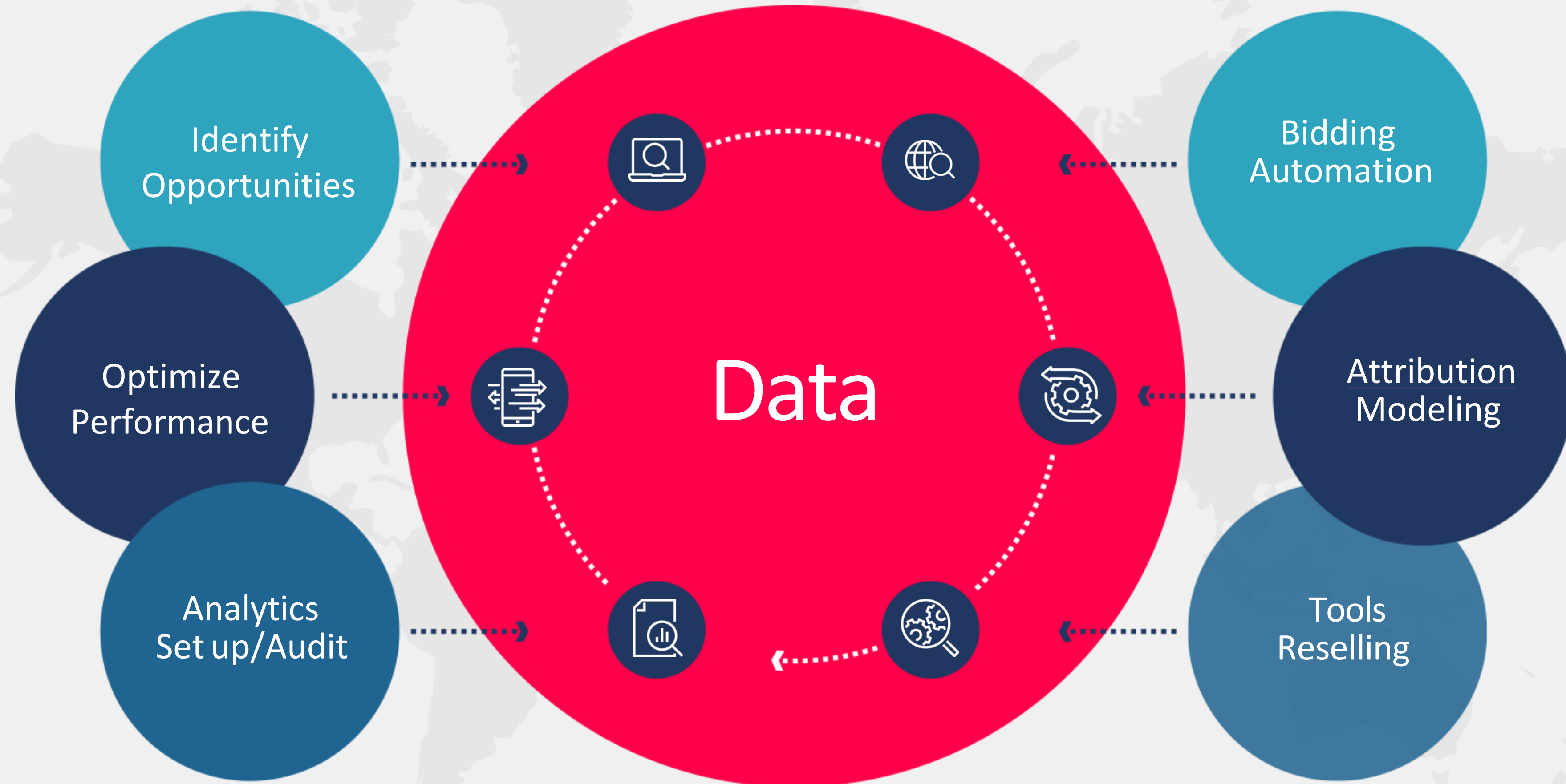




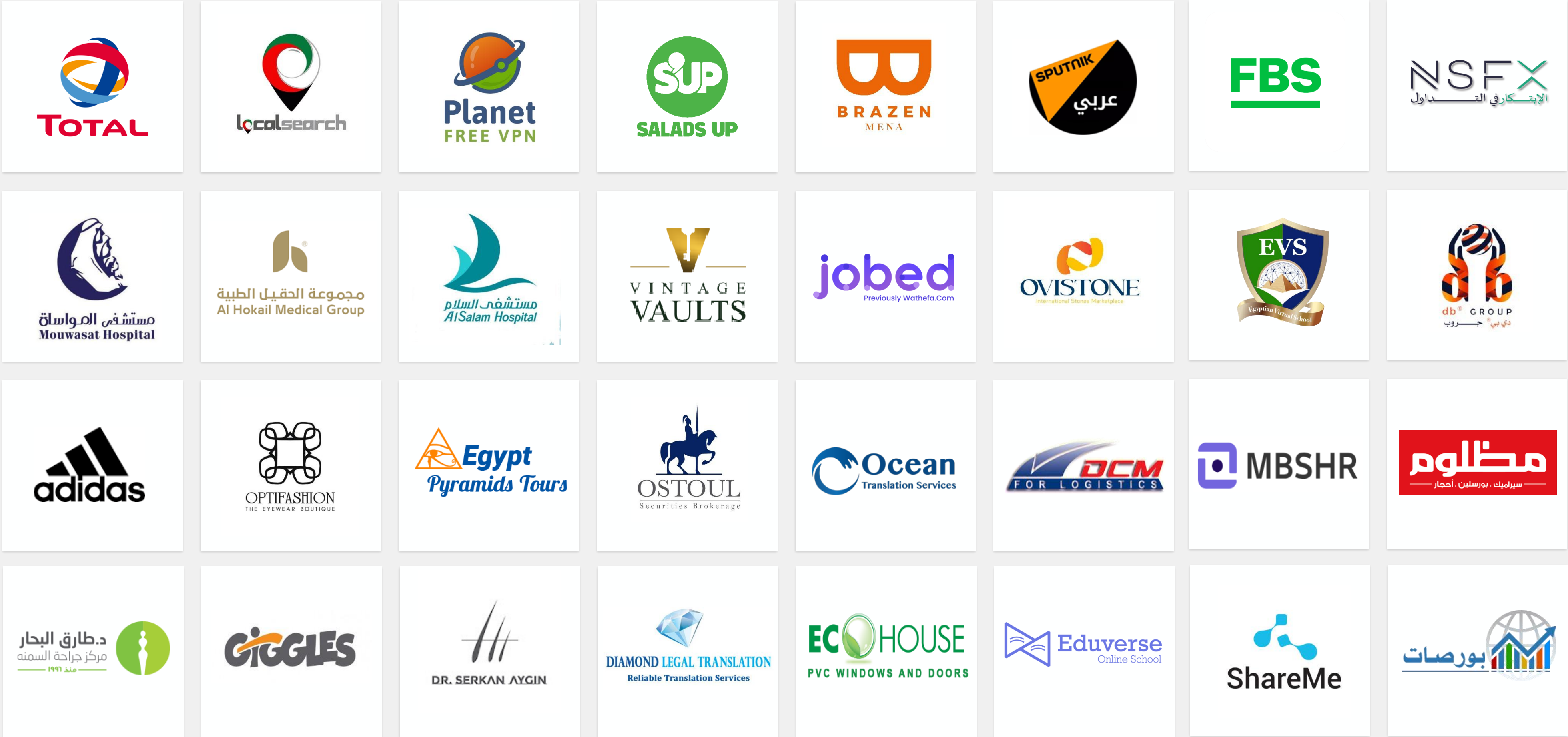
# Data Specialist

We accompany you at all levels of the  
Data & Analytics Environment

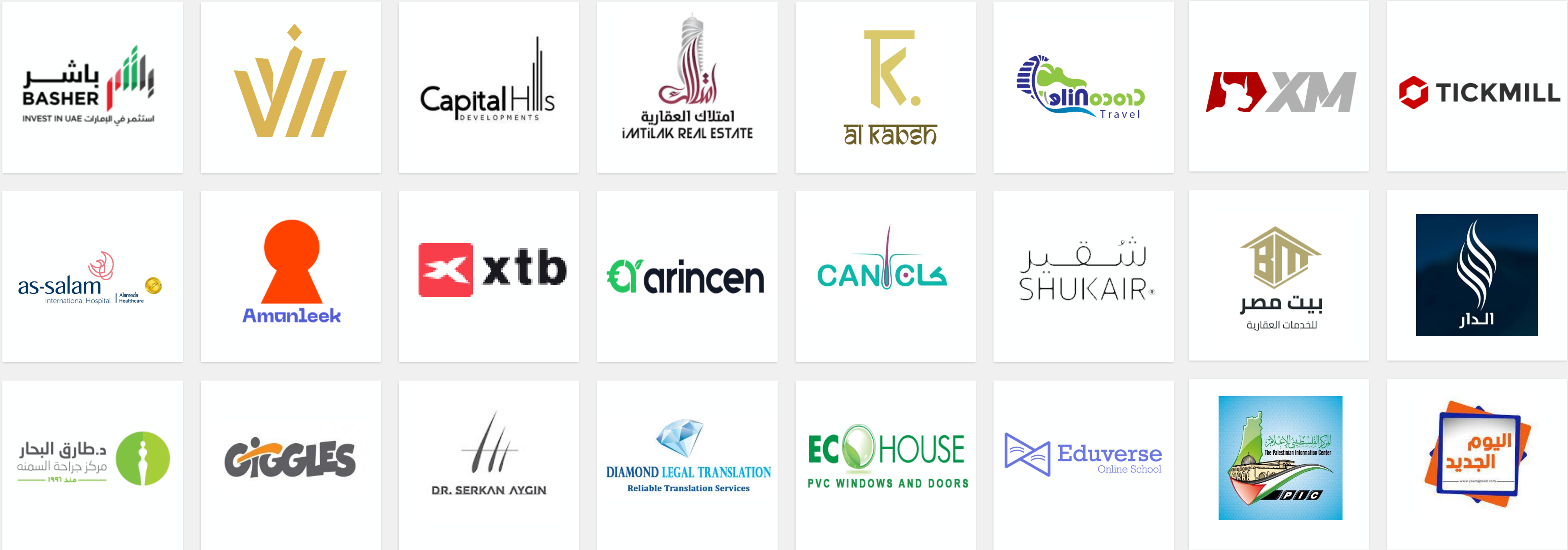
- Data strategy & implementation
- Business intelligence (e.g. data warehousing, report automation, ...)
- Creating data-driven organizations and cultures
- Self-service analytics & data governance
- Digital analytics & intelligence (web & mobile, e.g. tracking, setups)
- Marketing analytics & attribution modeling (e.g. multi-touch attribution, customer acquisition strategies, ...)
- Customer journey analytics and mapping
- Increase customer-centricity and –insights with data
- Marketing automation, dynamic content, personalization
- Advanced analytics & data science (e.g. customer lifetime value, predictive analytics, churn prevention, ...)



# Some of Our Happy Clients



# Our Happy Clients



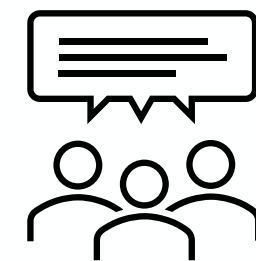
# Our Services



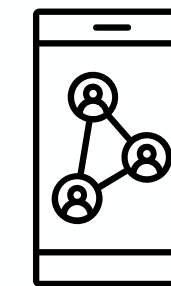
## Our Services



Search Engine  
Optimization



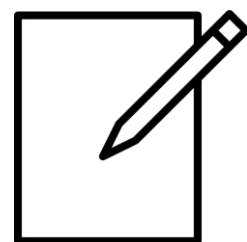
Search Engine Reputation  
Management



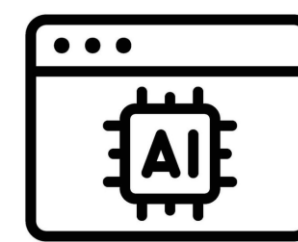
App Store  
Optimization



Design and Web  
Development



Copy Writing  
and Content  
Marketing



AI Visibility  
Optimization



Data  
Analytics

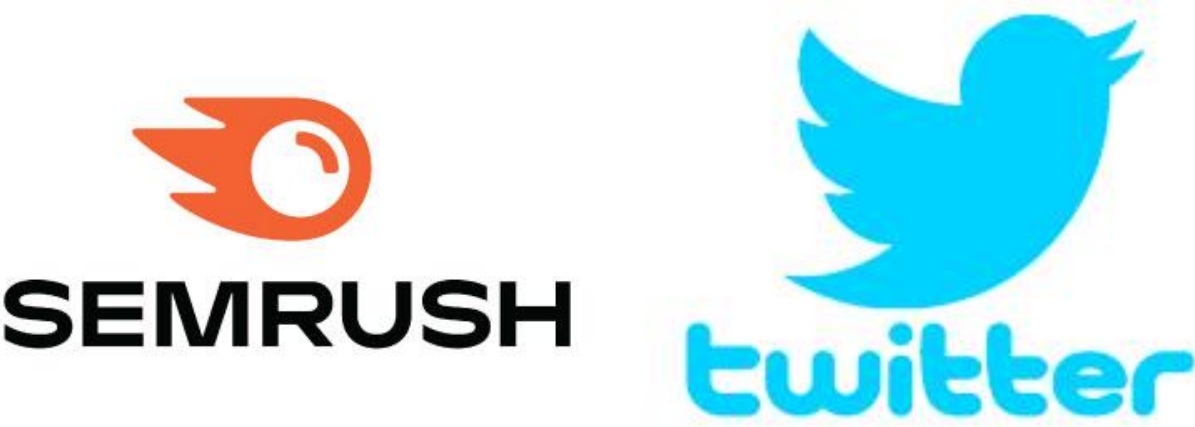


Google Ads  
PPC Campaigns

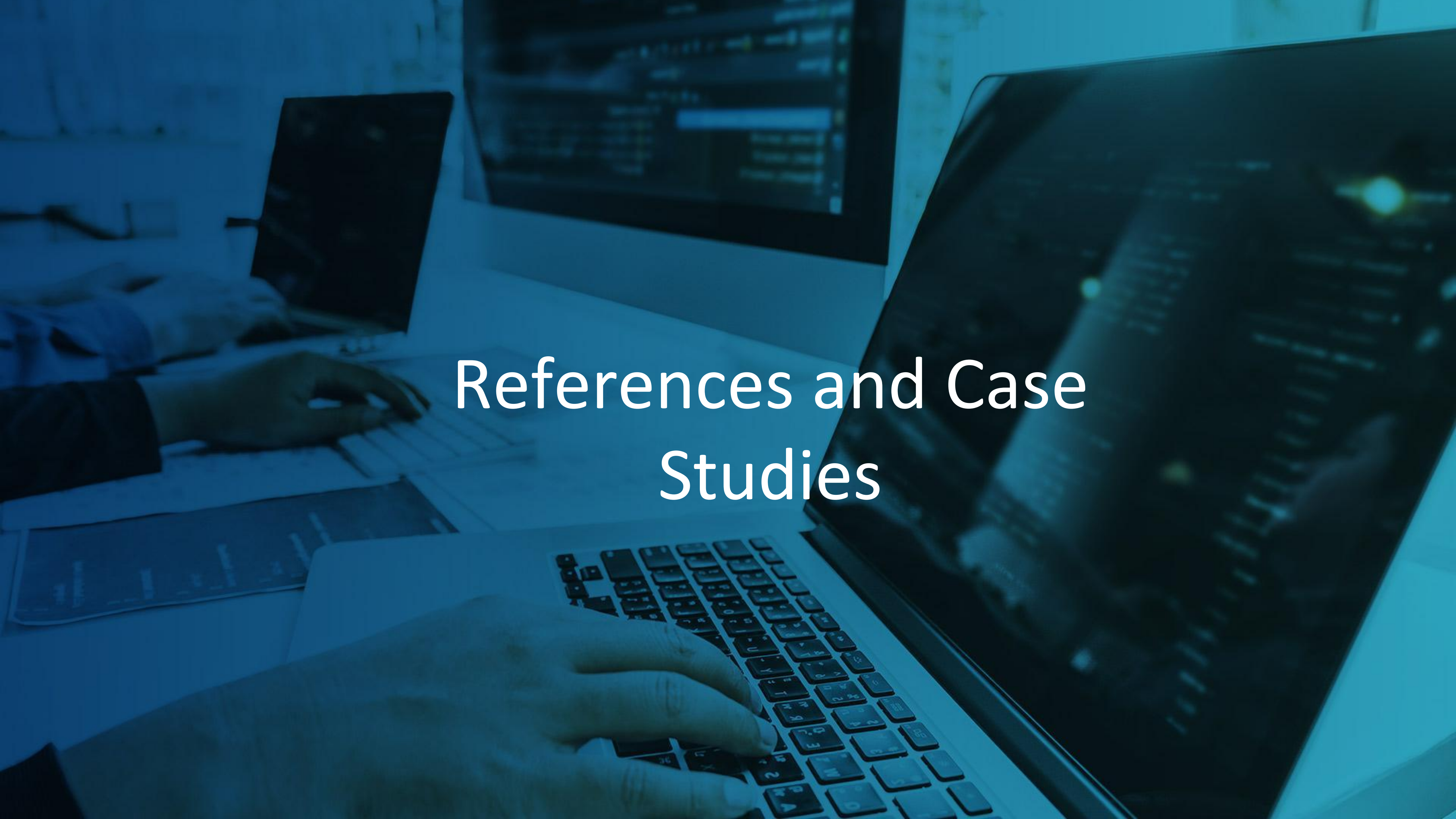
Partners



Certifications



Global  
Partners  
and  
Certificates

A photograph of a person's hands typing on a laptop keyboard, with another laptop visible in the background. The entire image is covered with a semi-transparent blue overlay. The text "References and Case Studies" is centered in white.

# References and Case Studies

## Here are some of our International SEO clients:



We managed the SEM campaign for Adidas UAE website for 6 months



We managed the SEO & SERM campaigns for FBS Inc. for over 7 years.



We have managed SEO campaigns for Sputnik News Arabic in the Arab world



We have managed SERM campaign for Intilak real estate in 3 Markets for 1 year



We managed the SEO and Content Marketing campaign for SaladsUp website for a duration of 1.5 years.

## Here are some of our SEO clients in Gulf region:



We have been managing SEO for LocalSearch for 2 websites in the UAE since August 2022.

OPTIFASHION

We have been managing the SEO campaign for Optifashion in the MENA region for over 5 years.



We have managed SEO & Google Ads campaigns for Al Hokail Medical Group since Aug 2023 till present.



We have managed the SEO campaign for Ocean Translation for 4 years.



DIAMOND LEGAL TRANSLATION  
Reliable Translation Services

We have managed SEO & Google Ads campaigns for Al Hokail Medical Group since August 2023.

## Here are our top 3 SEO References



### Eng. Mohammed Reda

**Client:** EVS Education

**Project:** SEO Campaign & Web Development

**Position:** Managing Director

**Phone Number:** +44 7579 031 500

**E-mail:** mdreda@monaia.co.uk



### Eng. Marwa Kamal

**Client:** Local Search

**Project:** SEO Campaign

**Position:** Business Consultant

**Phone Number:** +971 50 508 7799

**E-mail:** marwa@localsearch.ae



### Mrs. Nour Header

**Client:** FBS

**Project:** SEO & SERM Campaign

**Position:** Head Of Sales Department

**Phone Number:** +7 963 246 81 66

**E-mail:** nour@fbs.com



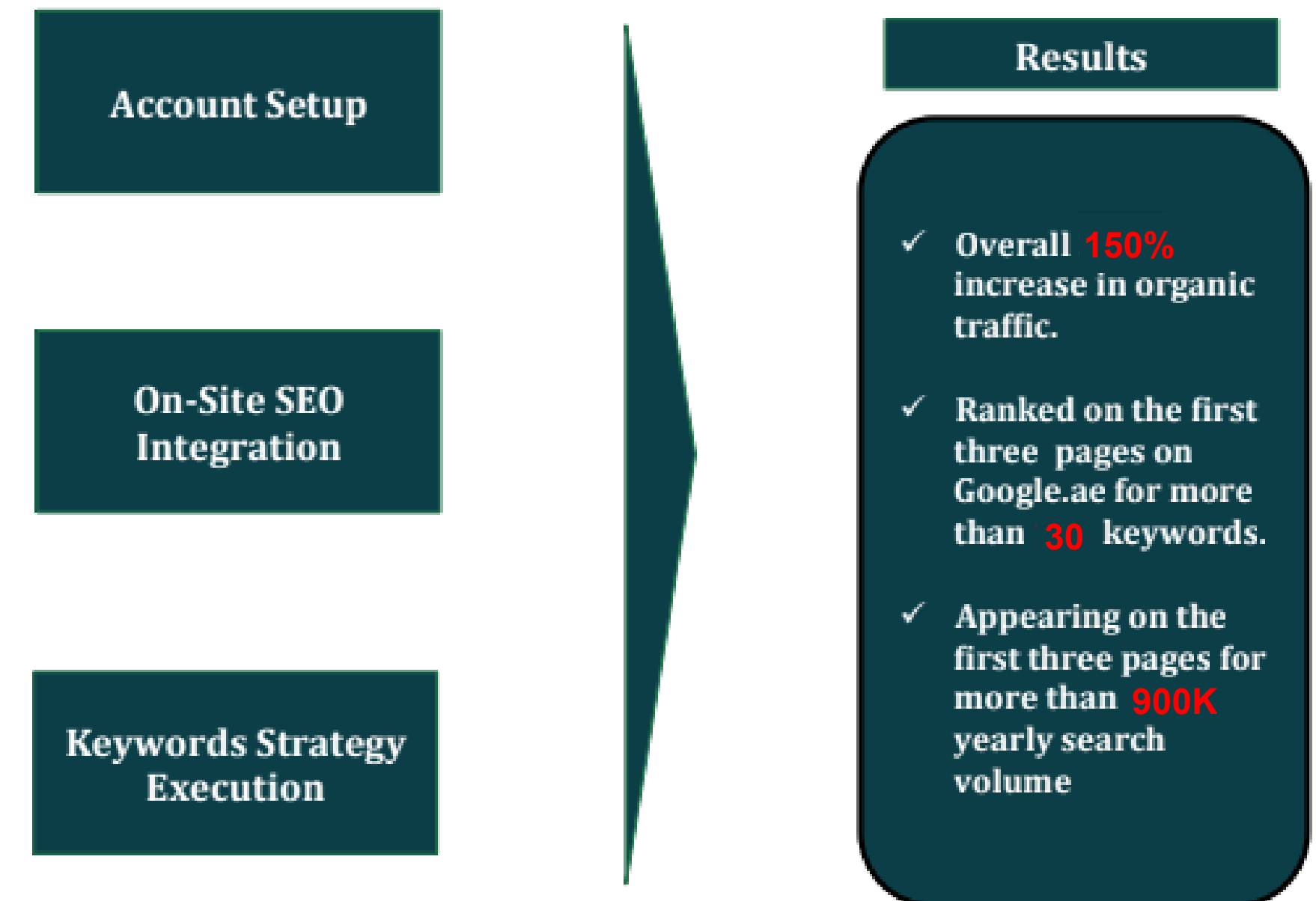
# Optifashion – SEO, Content and Web



## Challenges

- Website backend bugs, thus needed to keep the eyes on pages indexability and website healthiness.
- Many retail shops that needed continues supports in terms of content and SEO meta tags updates.
- Thin pages and low-quality images that need to be addressed to improve the website authority.
- Create SERM strategy.

## Results (within 6 Months)





# Local Search – SEO

## Challenges:

- Non-SEO friendly website structure, which required to fix some pages and make proper redirection.
- Collaboration with PR and social teams, which required bi-monthly meetings to bounce ideas, especially on the keywords side.
- Thin pages, with little content and non-SEO optimized, which required revamp and optimize website content.

## Results: (within 6 Months)

- More than 40 new generic keywords are ranking on the first page.
- More than 80 new generic keywords are ranking in the second and third pages including competitive ones.
- Organic traffic increased on keywords we worked on by **+1000%** (13K organic click vs 172K organic click).
- Time on-site and bounce rate have been improved significantly.



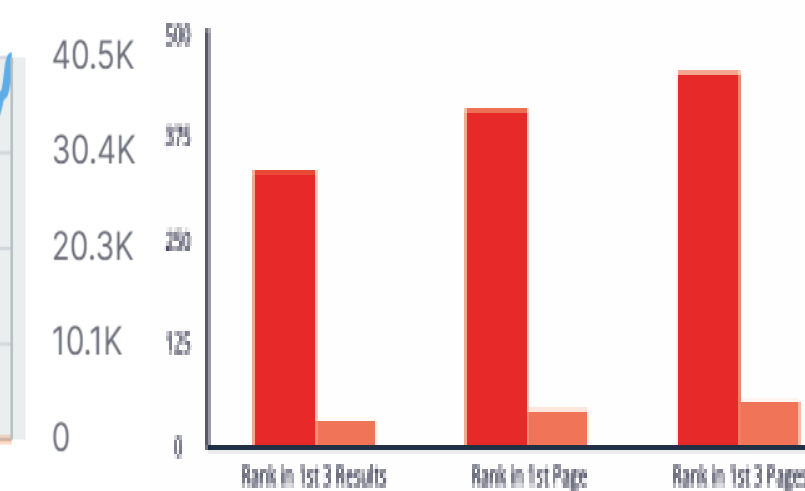
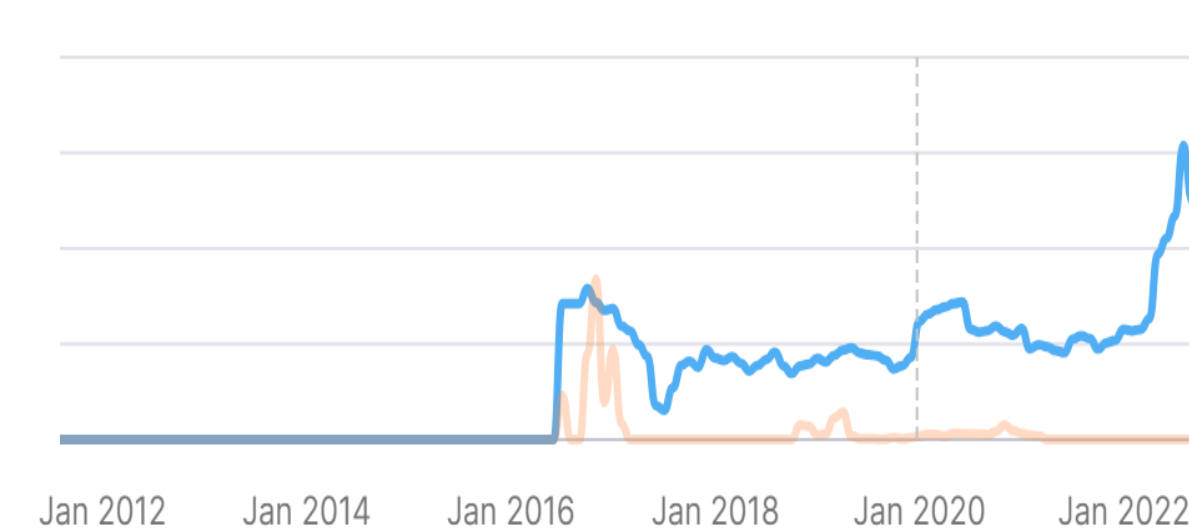
# FBS – SEO & Content

## FBS Arabic || Organic Traffic

### • SEO Case Studies - FBS

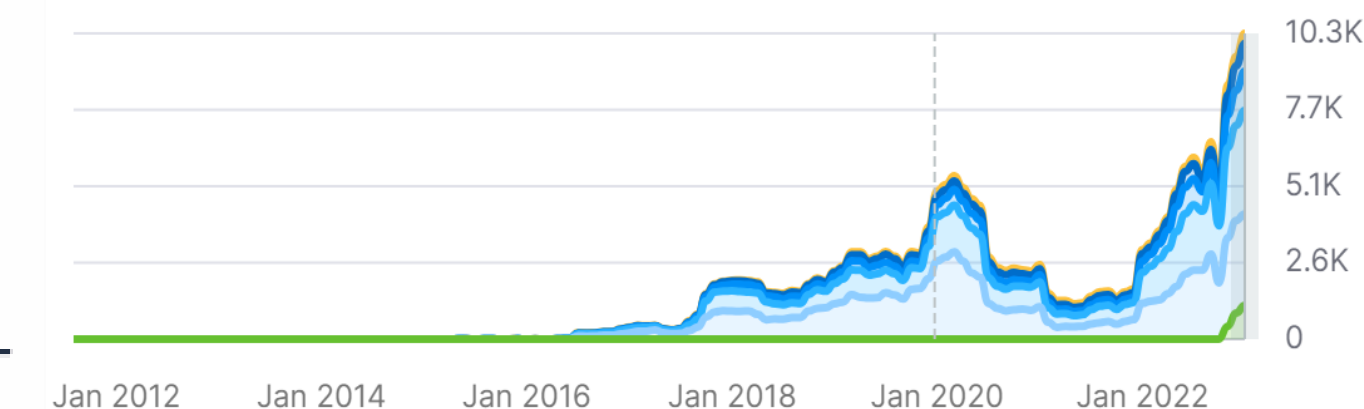
- FBS is a leading company that operates in various industries and sectors. They are known for their innovative services, as well as their commitment to delivering high-quality solutions to their customers. With a strong focus on customer satisfaction and global citizenship, fbs.ae strives to make a positive impact in the world. They work collaboratively with their partners and stakeholders to drive progress and bring about positive change.
- We have successfully achieved an organic increase of 500% through instilling 490 keywords on the first 3 pages and 329 keywords on the first page
- We have successfully achieved the website's appearance as a featured snippet for over 70 primary keywords.

☒ Organic Traffic ☒ Paid Traffic | ☐ Notes ▾



Organic Keywords 10,289

☒ Top 3 ☒ 4-10 ☒ 11-20 ☒ 21-50 ☒ 51-100 ☒ SERP features





# Sputnik News - SEO



## Challenges

- Implementing SEO tags for hundreds of important articles and categories.
- Implementing an E-A-T (Expertise, Authoritativeness, Trustworthiness) strategy on the website.
- Solving major technical issues such as website speed, mobile responsiveness, frequent 4xx and 3xx errors, and content quality.
- Keywords strategy execution.
- Developing a strategy for generating consistent traffic through evergreen content, in contrast to news articles.

## Results

- Sputnik is ranking 1st on +200 primary keywords.
- Optimize all website existing pages.
- Organic traffic increased on keywords we worked on by 25%.
- Website traffic from top 350 keywords increased by 220% YOY.
- Website visibility in featured snippets increased by 500%.
- Domain Authority increased from 42 to 56.
- By optimizing the categories, we have seen significant increases in main keywords such as **الاخبار الاقتصادية** and **أخبار اليوم**.



# Mshdaat – SEO & Web



## Challenges

- Mshdaat is the corsets retailer.
- Optimize the website for e-commerce and increase the website's organic traffic by 120% – 140%
- Made the website more SEO-friendly in order to stand out in a market full of tough competitors and drive conversion and sales.
- Fix poor content and thin pages
- Fix Multiple URL routes/parameters

## Results

- In the first year, we vastly exceeded our client's expectations and increased Mshdaat organic traffic by more than 470%
- Mshdaat is ranking on the 1st page on more than 100 keywords.
- Direct organic revenue for the website soared 130% in KSA in four months.
- The implementation of schema markup has resulted in prominent search results, leading to an enhanced CTR.

A photograph of a person working at a desk with multiple monitors and a laptop, overlaid with a blue tint. The text "Thank You" is centered in white. The person's hands are visible typing on the laptop keyboard. The background shows a desk with papers and another monitor displaying data.

Thank You