



Digital UK

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Vivant Store SEO Case Study



Case Study: How We Boosted Organic Revenue by 170% for VivantStore.com , A Dubai Electronics eCom Store for Mobiles & Accessories

Client: Vivantstore.com

Industry: Electronics eCommerce (Mobiles & Accessories)

Location: UAE (Dubai, Abu Dhabi, Sharjah)

Agency: Digital UK

Campaign Duration: 6 Months

Objective: Increase organic visibility for mobile phones & accessories, improve category page rankings, reduce paid ad dependency, and increase organic conversions

Background:

VivantStore.com is a fast-growing electronics eCommerce platform based in Dubai. They offer a range of high-demand tech products including smartphones (iPhone, Samsung, Xiaomi), accessories, and smart gadgets. Despite strong product-market fit in the UAE, their organic visibility was poor. Over 85% of sales came from paid ads, making their customer acquisition model unsustainable..

Strategies Used: The Index > Rank > Convert > SEO:

To tackle this, we rolled out a 3-phase SEO framework:

★ Index:

Audit and fix crawlability, technical issues, and content discoverability .

★ Convert:

Improve product pages with schema, FAQs, and CTAs to turn clicks into conversions.

★ Rank:

Map and optimize pages for UAE-specific, high-intent keywords

Technical SEO & Crawl Optimization:

We ran deep audits using Screaming Frog, Ahrefs, and Google Search Console. Key improvements included:

- Fixing 380+ duplicate meta/title tags
- Canonicalizing product variants (e.g., storage, color)
- Removing 100+ orphaned pages
- Implementing lazy load for mobile performance
- Adding structured data: Product, Offer, Review, Breadcrumb schema
- Optimizing robots.txt and XML sitemap

Mobile Category & Product Page SEO:

We optimized product/category pages for specific, high-intent keywords such as:

- ✓ iPhone 13 Pro Max price in Dubai
- ✓ Best power bank for Samsung in UAE
- ✓ Fast charger for iPhone 15 Dubai

Key Upgrades:

- ❑ Added 300–500 words of descriptive copy per main category
- ❑ Inserted FAQs with schema markup
- ❑ Implemented internal linking (e.g., phones → accessories → reviews)
- ❑ Localized messaging: “Available with delivery in Dubai, Sharjah, Abu Dhabi”

Content Strategy: Commercial + Comparison Intent:

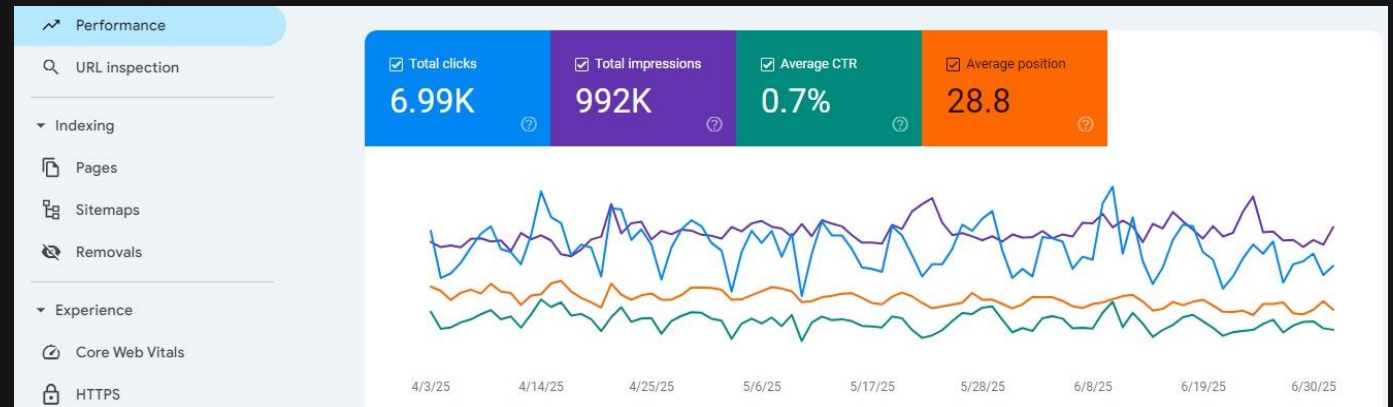
We built a library of content for buyers in the research and consideration stages.

Examples:

- “Top 10 Fast Chargers for Android Phones in UAE”
- “iPhone vs Samsung in UAE: Which Is Better in 2024?”
- “How to Choose the Right Power Bank for Travel”
- “Monthly iPhone Prices in Dubai - 2024 Edition”

Features Within Blogs:

- Embedded product carousels
- Internal links to related accessories
- “Add to Cart” CTAs



Local SEO: Capturing UAE-Based Intent:

Even though VivantStore is online-only, user behavior in the UAE showed high local search signals (“near me”, “in Dubai”)

Actions Taken:

- Created location landing pages (e.g., “Buy Mobile Phones in Dubai”)
- Added Arabic meta titles + hreflang
- Updated Google My Business and submitted NAP citations on UAE-based tech directories
- Acquired backlinks from local review blogs and listings

Authority Building & Link Outreach:

We grew authority with niche-focused link-building:

- ❑ Secured links from local tech blogs (e.g., TechUAE, GulfMobileTrends)
- ❑ Submitted to “Top UAE Electronics Stores” directories
- ❑ Collaborated with influencers for unboxing reviews
- ❑ Earned HARO mentions in “Best Tech Gadgets in the Middle East”

Results Snapshot (After 6 Months):

Metric	Before	After	Growth
Monthly Organic Traffic	3,100	8,400+	▲ +171%
Keywords in Top 10 (Ahrefs)	47	228	▲ +385%
Organic Revenue Share	11%	29%	▲ +170%
Mobile Bounce Rate	71%	41%	▼ -30%
Organic Conversion Rate	0.86%	2.02%	▲ +135%
Schema Errors (GSC)	59	0	✔ Fully Resolved
Domain Rating (Ahrefs)	13	27	▲ +14 DR Points

What Made This Campaign Stand Out:

Local Buyer Focus: All content and keyword strategy was based on UAE consumer behavior, localized search terms, multilingual optimization, and product positioning for cities like Dubai and Sharjah.

Content with Commercial Intent: From comparison blogs to embedded CTAs, every piece of content was designed to inform and convert.

Clean Link Building at Scale: Targeted UAE tech sites, directories, and niche blogs to build DR safely, plus HARO outreach for added authority.

Mobile-First UX: Technical fixes like lazy loading and FAQ schema created a smoother mobile experience, reducing bounce rate and boosting conversions..

Conversion-Driven Category SEO: Category pages weren't just optimized for traffic, they were engineered to convert, with embedded trust badges, payment info, and shipping times.

Want to Turn Organic Traffic into Daily Sales Like VivantStore?
Replicate this SEO strategy to boost traffic and sales ,no ads needed.

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