



# DXB RANKING

Elevate Your Online Presence !!!

**JOIN WITH US**

Welcome to DXB Ranking, your trusted digital marketing partner based in the vibrant city of Dubai





# ABOUT DXB RANKING

**Welcome** to DXB Ranking, your trusted digital marketing partner based in the vibrant city of Dubai, UAE. We are a passionate team of digital experts, dedicated to helping businesses thrive in the digital landscape.

Our core focus is on providing tailored solutions in Search Engine Optimization, Content Management, Google Ads Integration, Social Media Integration, Social Media Marketing, Email Marketing and much more



# OUR MISSION

At DXB Ranking, we believe that every business deserves to be discovered and succeed in the digital world.

Our mission is to empower our clients with the tools and strategies they need to achieve online visibility, engage their target audience, and ultimately, drive growth and profitability.





# WHAT SETS US APART

At our core, we believe it's our unwavering commitment to customer satisfaction that truly distinguishes us. Our dedicated team of experts goes the extra mile to deliver exceptional results, ensuring that every client's unique needs are met. We stand out by embracing innovation, maintaining transparency, and fostering strong relationships. Our promise is to continually raise the bar, adapting to the ever-evolving landscape and exceeding expectations. That's what sets us apart and drives our ongoing pursuit of excellence



## **Tailored Strategies:**

We recognize that every business is unique. Our approach is not one-size-fits-all; we customize our services to match your specific needs and objectives



## **Local Expertise:**

With our roots firmly planted in Dubai, we understand the unique challenges and opportunities that businesses in the UAE face. Our deep local knowledge allows us to craft strategies that resonate with your target audience.



## **Cutting-Edge Solution:**

Our team stays at the forefront of the ever-evolving digital marketing landscape. We leverage the latest technologies and best practices to ensure that your brand remains ahead of the competition.



# OUR SERVICES



## Search Engine Optimization (SEO):

We enhance your online visibility by optimizing your website and content for search engines. With our SEO strategies, we'll help you climb the search engine rankings and attract organic traffic.



## Google Integration and Ads:

We're experts in leveraging Google's suite of tools and platforms to maximize your online presence. From Google Ads Account Setup to Google Ads campaigns creation and maintenance, we've got you covered.



## Content Management:

Quality content is king in the digital world. Our content management services ensure your website is filled with engaging, relevant, and valuable content that keeps your audience coming back for more.



## Social Media Marketing:

Engage with your audience on platforms they love. Our social media marketing strategies help you build a strong online presence and connect with your customers.



## Web Design and Development:

A user-friendly website is the foundation of your digital presence. We create stunning, responsive websites that leave a lasting impression on your visitors.



# SEO SERVICES

**Detailed descriptions of the SEO services we offer, which includes:**

- Keyword Research and Analysis
- On-Page SEO Optimization
- Off-Page SEO Optimization (Link Building)
  - Non contextual (Guest posting)
  - Contextual (Local Listing)
- Technical SEO
- Content Strategy
- Local SEO
- Competitive Analysis
- Google my Business Account
- Merchant Account





## PAID SERVICES

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- Google Ads
- Social Media Integration (Facebook, Instagram)
- Social Media Marketing ( Facebook Ads, Instagram Ads)
- Email Marketing

## ADDITIONAL SERVICES

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- Free Google Analytics and Search Console Integration
- Free website audit and competitor analysis





# OUR APPROACH (SEO)

**Our Team will use below key insights to create 3-6-12 months SEO Strategy**



## Market Research:

- Industry Analysis
- Competitor Analysis
- Consumer Insights
- Trend Analysis



## Keyword Mapping:

- Strategic Keyword Assignment
- Content Alignment
- Structured Keyword Plan
- Gap Analysis
- Performance Monitoring



## Technical Audit:

- Website Structure Analysis
- Crawability and Indexability
- Mobile-Friendliness
- Page Speed and Loading Times
- Sitemaps and Robots.txt
- 404 Errors and Redirects



## Content Strategy:

- Audience and Keywords Research
- Content Goals and Planning
- Content Formats
- Content Creation
- Content Optimization



## Backlinking Strategy:

- High-Quality Backlink Acquisition
- Guest Posting Services
- Link Outreach
- Local SEO and Citations



## Business Profile Setup:

- Complete Business Information
- Attractive Visuals
- Local Visibility
- Effortless Contact





# OUR APPROACH (GOOGLE ADS)



## Search Advertising:

- Targeted Keyword Selection
- Ad Copywriting
- Budget Management
- Bidding Strategy
- Ad Extensions
- Ad Scheduling
- Location Targeting



## Display Advertising:

- Visual Creatives
- Audience Targeting
- Placement Targeting
- Remarketing
- Ad Formats
- Budget and Bidding
- Performance Tracking



## YouTube Advertising:

- Video Creation
- Ad Placement
- Targeting Options
- Budget and Bidding
- Call-to-Action Overlays
- Ad Scheduling
- Reporting and Analytics



## Shopping Ads:

- Product Feed Optimization
- Merchant Center Setup
- Campaign Structure
- Bid Optimization
- Showcase Shopping Ads



## Geo-Targeting:

- Location Selection
- Multi-Location Campaigns
- Time Zone Consideration
- Local Keywords
- Location Extensions



## Monitoring, Optimizing, and Adjusting Google Ads:

- Analytics Integration
- Keyword Optimization
- Budget Reallocation
- Competitor Analysis
- Performance Reports



# OUR APPROACH (SMM)



## Social Media Integration:

- Profile Creation
- Branding and Graphics
- Bio and Descriptions
- Contact Information



## Facebook Ads:

- Targeted Ad Campaigns
- Ad Content
- Budget Management
- Audience Insights
- Ad Performance Reporting



## Instagram Ads:

- Targeted Ad Campaigns
- Ad Content
- Budget Management
- Audience Insights
- Ad Performance Reporting



# OUR APPROACH (Email Marketing)



## Software

- Mailchimp
- Constant Contact
- HubSpot



## Email Content Creation

- Content Strategy
- Visual Elements
- Call-to-action Optimization
- Mobile Responsiveness
- Ad Performance Reporting



## Campaign Strategy and Planning

- Target Audience Identification
- A/B Testing Plan
- Click-through Rate (CTR)
- Bounce Rate Monitoring



# OUR APPROACH (Web Design & Development)



## Website Development

- Wix
- WordPress
- E-commerce
- Custom Website



## UI/UX Services

- User Interface (UI) Design
- User Experience (UX) Design
- Wireframing and Prototyping
- Responsive Design



## E-commerce Solutions

- Shopify E-commerce
- WooCommerce Development
- Shopping Cart Integration
- Payment Gateway Integration
- Inventory Management



# REPORTING & TRACKING

Detailed reports in excel sheets will be provided to our clients after every 2 weeks to update them of development on the project. We will also inform our clients about different reporting tools and metrics used during the process.



# DXB RANKING

# CONTACT US TODAY

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<https://dxbranking.com>

For inquiries, consultations, or to learn more about our services, please don't hesitate to get in touch. DXB Rankings is here to guide you every step of the way.



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***Welcome Aboard,  
And Let's Make Digital Magic  
Happen!***