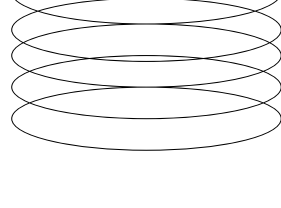


How We Helped a Hair Salon in Dubai Marina Get Ranked on Google Maps in 30 Days



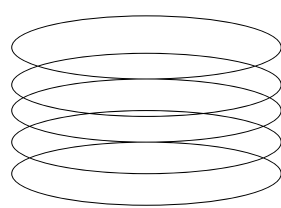
Local SEO
Case Study

Client Profile

- **Business Type:** Ladies Hair Salon
- **Location:** Dubai Marina, UAE
- **Industry:** Beauty & Personal Care
- **Business Size:** Small – newly opened salon with no online visibility



SEO Verse.



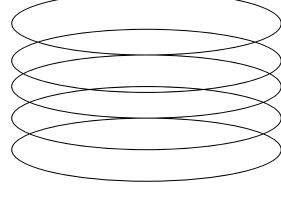
Local SEO
Case Study

Challenges

- When we first found this salon, they were struggling with visibility
- Not showing in the Google Map Pack
- The website lacked a location-optimized landing page
- No presence in UAE local directories



SEO Verse.



Local SEO
Case Study

Challenges (Cont.)

The salon was virtually invisible to people searching for services like:

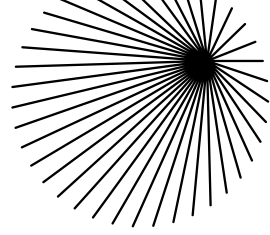
- “Hair Salon Dubai Marina”
- “Ladies Salon Near Me”
- “Ladies Hair Salon Dubai Marina”
- “Keratin Treatment Dubai Marina”



SEO Verse.

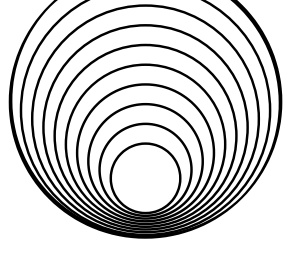
Local SEO
Case Study

SERVICES OFFERED



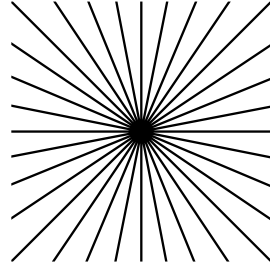
Google Business Profile Optimization

Boost visibility with a complete, optimized listing.



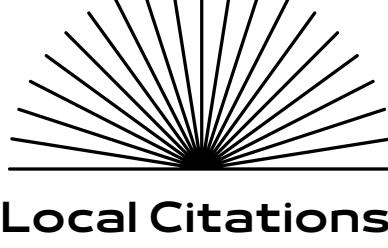
Review Generation Strategy

Turn happy customers into Google reviews.



Localized Website Page

Target location keywords with custom content.



Local Citations & Directory Listings

List business in trusted UAE directories.

SEO Verse.

Local SEO
Case Study

RESULTS AFTER 30 DAYS

Metric	Before	After
Map Pack Visibility	Not ranked	Ranked in Top 5 for “hair salon Dubai Marina” within 4 miles radius
GMB Views	48/month	143/month (+150%)
GMB Calls	2/month	5/month
Direction Requests	0	3
Website Traffic	Low	+57% growth (from organic local queries)

SEO Verse.

Local SEO
Case Study

KEY TAKEAWAYS

- Local SEO for salons is not just about keywords, **it's about visibility, trust, and content.**
- A **fully optimized Google Business Profile** played a significant role in boosting calls, bookings, and foot traffic.
- **Locally optimized service pages** played a prominent role in improving website ranking in Google SERPs.

SEO Verse.



Want Similar Results for Your Salon?

We help local **businesses in Dubai, Abu Dhabi, Sharjah, and across the UAE** get ranked in Google's local pack and drive real business from search.



Book Your Free Consultation Today and see what's possible for your salon.

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