

Faces Case Study

FACES

Events



FACES is a cosmetics and beauty retailer operating in five countries across the Middle East via physical stores and online.



292%

Growth in organic sessions



AED 299,232

Increase in monthly revenue



1:39

Return on investment

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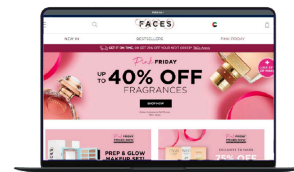
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Within twelve months, we transformed the website's organic performance, increasing organic traffic by 334%—from 29,778 sessions to 116,658 sessions. International SEO improvements delivered even stronger growth for Arabic landing pages, which saw a remarkable 629% increase in traffic, significantly expanding regional visibility and engagement.

The SEO campaign generated AED 5,620,304 in revenue from an investment of just AED 154,306, delivering an outstanding return and making organic search a major revenue driver for the business.

HOW WE DID IT

- Restructured the website from multiple subdomains into country/language subdirectories
- Improved category page UX for stronger conversion performance
- Built quality backlinks in both Arabic and English markets
- Implemented scalable meta templates for site-wide optimization



When we began, the website had a complex structure spread across multiple subdomains and technologies, making crawling, indexing, and SEO performance difficult. We streamlined everything into a single root domain with a clean subfolder structure and consolidated the site onto one CMS for better efficiency.

Once the migration was complete, we strengthened authority through strategic internal linking and external outreach, while optimizing category pages and product templates at scale to improve rankings, traffic, and revenue.

"The growth achieved over the last 12 months has been exceptional. Organic traffic, transactions, and revenue have increased significantly."



Bilal Abbas

Performance Marketing Manager
FACES