

Informa Case Study

informa

Events



Informa Middle East has operated in the MENA region for two decades organizing conferences, training, managed events and exhibitions.



908%

Increase in course registrations



\$349,200

Increase in monthly revenue



1:200

Return on investment

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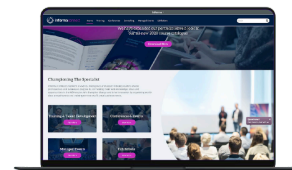
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Following a significant drop in organic visibility—including a 25% decline in traffic and a 47% decrease in organic conversions—we implemented a focused SEO strategy that completely transformed performance. Within months, organic search impressions increased by 153%, traffic grew by 63%, and course registrations surged by 908% compared to the original baseline.

Our SEO efforts generated an estimated \$346,745 in additional monthly revenue, delivering an exceptional return on investment and turning organic search into a major growth channel for the business.

HOW WE DID IT

- Created dedicated category landing pages on clean, SEO-friendly URLs
- Improved website navigation and internal linking structure
- Migrated blog content into the main domain to strengthen authority
- Implemented structured schema markup for better search visibility
- Built high-quality backlinks through outreach and guest posting



When we began, important category pages were being shown through parameter-based internal search URLs, limiting crawl efficiency and ranking potential. We replaced these with optimized standalone pages and strengthened their authority through improved site architecture and internal linking.

Next, we consolidated content under one domain, improved on-page experience with more relevant course information, and executed a targeted link-building campaign to increase domain authority and organic rankings.

"Over the last 6 months, our Google visibility has grown dramatically, and course registrations have increased beyond expectations."



Nazir Ahmad

Digital Marketing Manager
Informa