SHILABS DIGITAL

Building Digital Authority & Conversions for Dubai's Luxury Real Estate Brand

Client Website- www.omniyat.com

Client Profile

Omniyat is a premier real estate developer in Dubai, UAE, known for architectural icons such as One by Omniyat. The brand targets ultra-luxury property buyers, investors, and art-inspired homeowners across the GCC and global markets.

OMNIYAT

Challenge

Before the campaign's start in September 2024, Omniyat had decent digital visibility but they didn't reflect its market stature:

- Weak brand keyword dominance despite high brand awareness offline.
- Inconsistent Google Ads performance and high CPC for competitive property keywords.
- Limited SEO-driven traffic, overshadowed by direct and referral sources.

Objectives:

Before the campaign's start in September 2024, Omniyat had decent digital visibility but they didn't reflect its market stature:

- Scale organic traffic and establish brand-led search authority.
- Reduce paid campaign dependency through SEO-driven visibility.
- Increase qualified leads for premium projects (The Opus, The Sterling, One by Omniyat).

Strategy

The ongoing SEO and Google Ads program (Sept 2024–Present) focuses on three verticals:

1. SEO Optimization

Technical SEO
Resolved crawl anomalies, improved Core Web Vitals, and optimized XML sitemap.

Content Marketing
Published SEO-rich blogs focused on architecture, lifestyle, and investment opportunities in Dubai.

On-Page SEO
Refined meta structures and schema across project and location pages.

Backlinks & PR
Acquired links from 900+ domains including LuxuryLifestyle.com, and ArchDaily to establish E-E-A-T signals.

2. Google Ads

- Created Search & Display campaigns targeting "Luxury apartments in Dubai", "Buy property in Business Bay", and "Omniyat projects for sale."
- Segmented campaigns by location intent (Dubai, GCC, Global) to optimize conversion rates.
- Decreased CPC by 27% through negative keyword pruning and Quality Score improvements.
- Implemented remarketing to re-engage high-intent users from SEO traffic.

3. Brand SEO Integration

- Increased focus on branded keyword searches (e.g., "Omniyat Dubai," "Opus by Omniyat").
- Coordinated SEO + Ads content alignment for cohesive SERP dominance.

Implementation

Start — September 2024 (ongoing)

Tools Used — SEMrush, GA4, Google Ads, Search Console, Tag Manager

Team Involvement — SEO specialists, Google Ads strategist, content team, and digital PR manager.

Execution Steps:
- Baseline audit and tracking setup.
- On-page corrections and content restructuring.
- Launch of optimized ad groups for property-specific terms.
- Backlink outreach to luxury real estate publications.
- Monthly keyword and conversion optimization cycles.

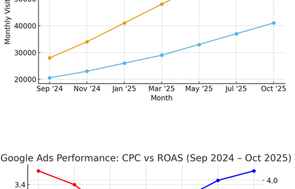
Results (as of October 2025)

- **Organic Traffic:** Grew to 63.8K monthly visits (+70% since project start).
- **Branded Traffic:** Surged to 20.6K monthly visits, representing 73% of total organic traffic.
- **Google Ads ROAS:** Improved from 2.8x → 4.1x after optimization.
- **Organic Keywords:** Expanded to 523, with 40+ ranking in top 10 positions.
- **Authority Score:** Improved from 22 → 39 (Very Good).
- **Backlinks:** Strengthened to 4.3K+ links from 993 referring domains.
- **Top Keywords:**

  "The Opus by Omniyat" – ***#1***

  "Omniyat Dubai" – ***#1***

  "Luxury property developers in Dubai" – ***Top 3***



Analysis / Insights

- Omniyat's success demonstrates the synergy of SEO and PPC in high-competition luxury markets.
- Branded keyword volume proved to be the strongest lead driver, while Google Ads complemented organic dominance with high-converting search campaigns.
- Backlinks from authoritative global media accelerated brand credibility and SERP stability.

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