



Azha Perfumes

Case Study

Introducing the Azha Perfumes



Azha is the brainchild of brothers, **Mr. Talha** and **Omeir Kalsekar**. Their late grandfather, **Haji Abdul Razzaq Kalsekar** was the founder of Rasasi Perfumes back in **1979**, which became a household name in the GCC. Perfumery runs in the blood. They wanted to use this experience, expertise, and knowledge to create a brand that people can relate to and create quality products available to people of all generations and cultures.

Discover the ultimate fragrance collection at **Azha Perfumes**, your one-stop destination to buy luxury perfumes online in Dubai. From designer scents to niche fragrances, we offer a wide range of options to choose from.

Client Overview:



Azha Perfumes is a luxury fragrance brand based in the United Arab Emirates, offering a wide range of high-quality perfumes and fragrance products. The company approached us with the goal of increasing their online visibility, improving their website's performance, and driving organic traffic to boost online sales.

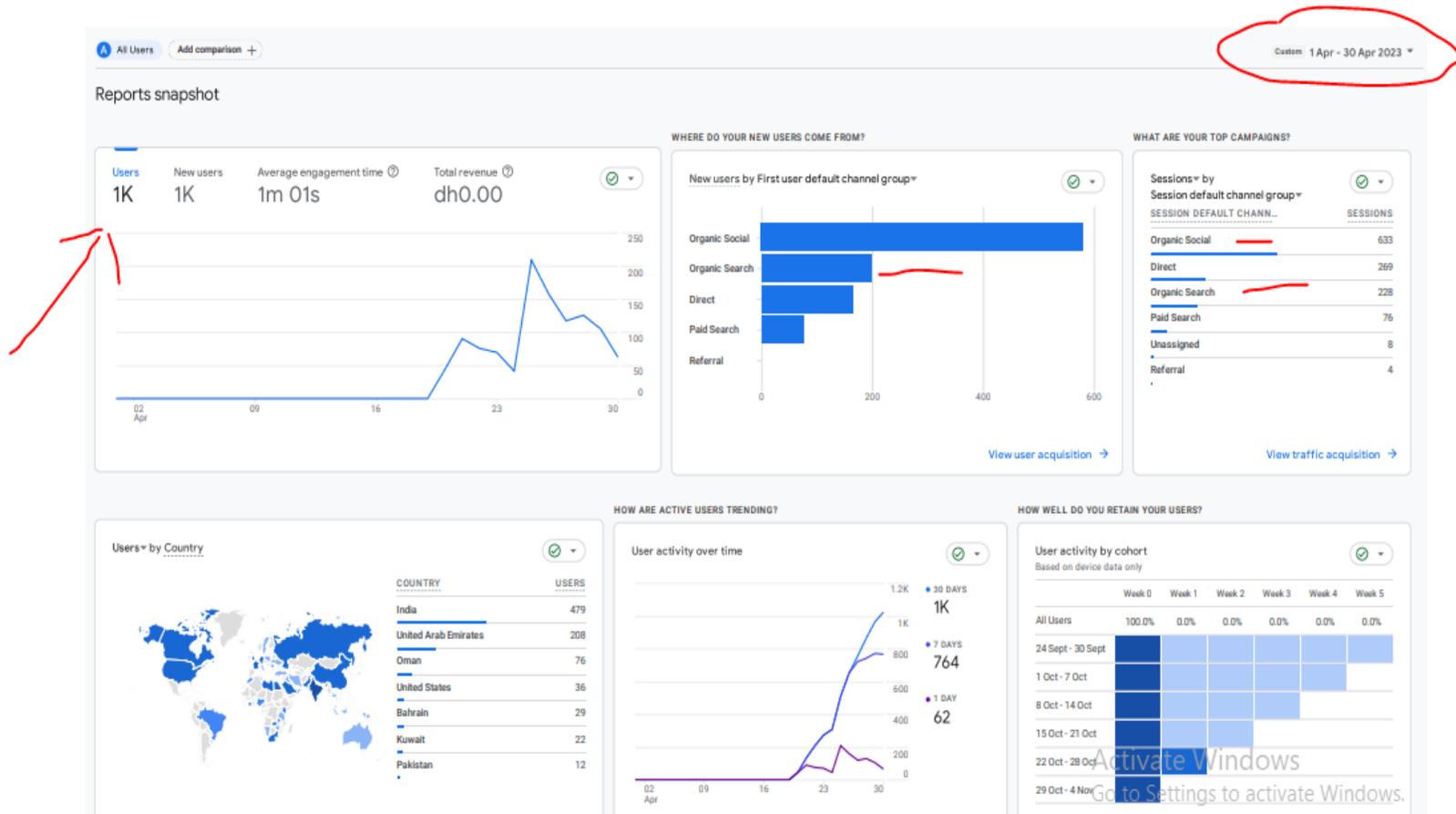
Challenge:

Azha Perfumes faced several challenges in the digital landscape:



1. Limited Online Visibility:

The company's website lacked visibility in search engine results pages (SERPs), making it difficult for potential customers to discover their products online.



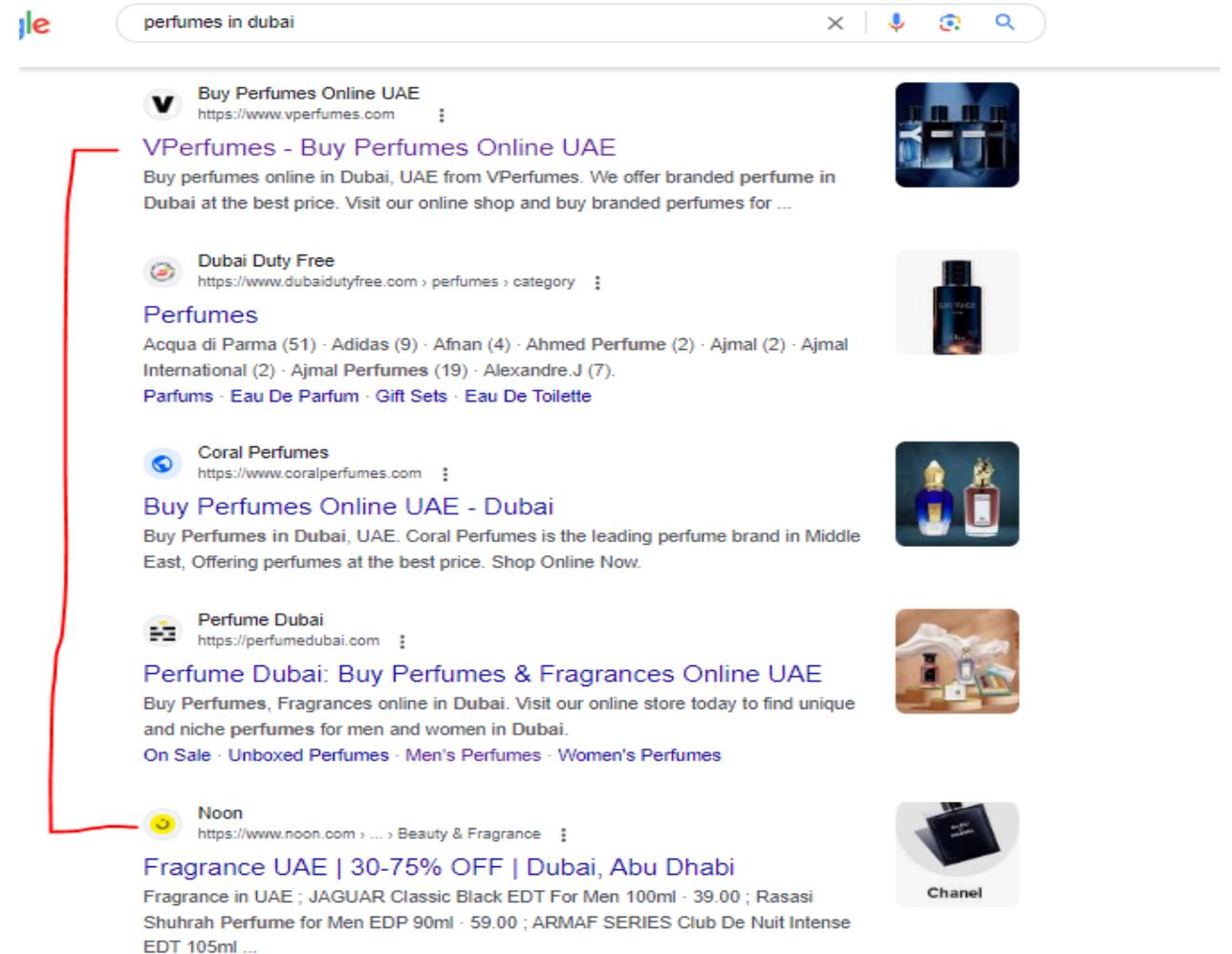
Challenge:

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2. Intense Competition:

The online fragrance market was highly competitive, with numerous established players vying for customer attention and loyalty.



Objectives:



Increase Online Visibility: Enhance the website's search engine visibility to attract organic traffic and reach a wider audience interested in luxury fragrances.

Improve User Experience: Revamp the website's design and functionality to provide visitors with a seamless and enjoyable browsing experience, encouraging longer site engagement and increased conversions.

Drive Conversions: Optimize product pages and content to drive customer engagement and boost online sales, ultimately increasing revenue for the business.

Solution:



Comprehensive Website Analysis:

Conducted a thorough analysis of the existing website to identify strengths, weaknesses, and areas for improvement. This analysis provided valuable insights into user behavior, allowing for targeted enhancements.

Keywords Research and Strategy:

Conducted extensive keywords research to identify relevant and high-performing keywords in the fragrance industry. Developed a comprehensive keyword strategy to optimize website content and attract organic traffic.

Technical SEO Optimization:

Implemented technical SEO best practices, including optimizing meta tags, headers, and images, improving website loading speed, and ensuring mobile responsiveness. Fixed broken links and resolved technical issues hindering search engine crawlers' ability to index the site effectively.

Website Content Enhancement:

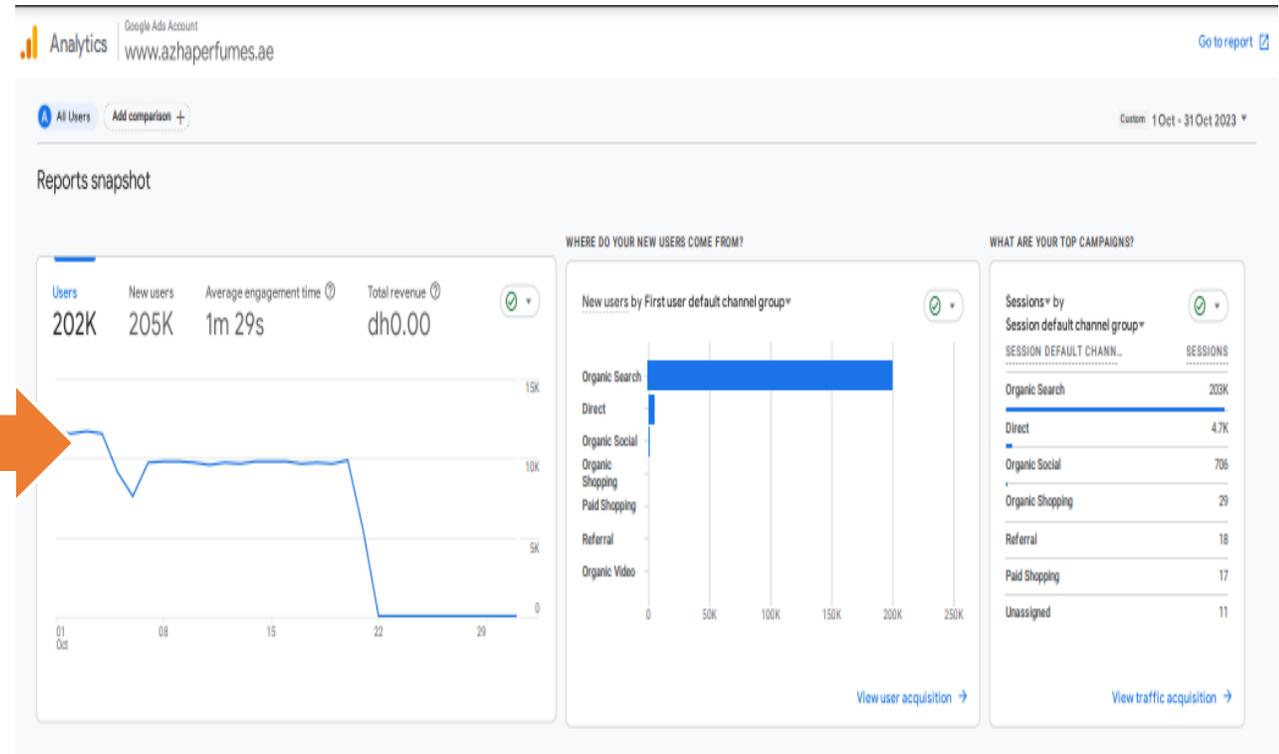
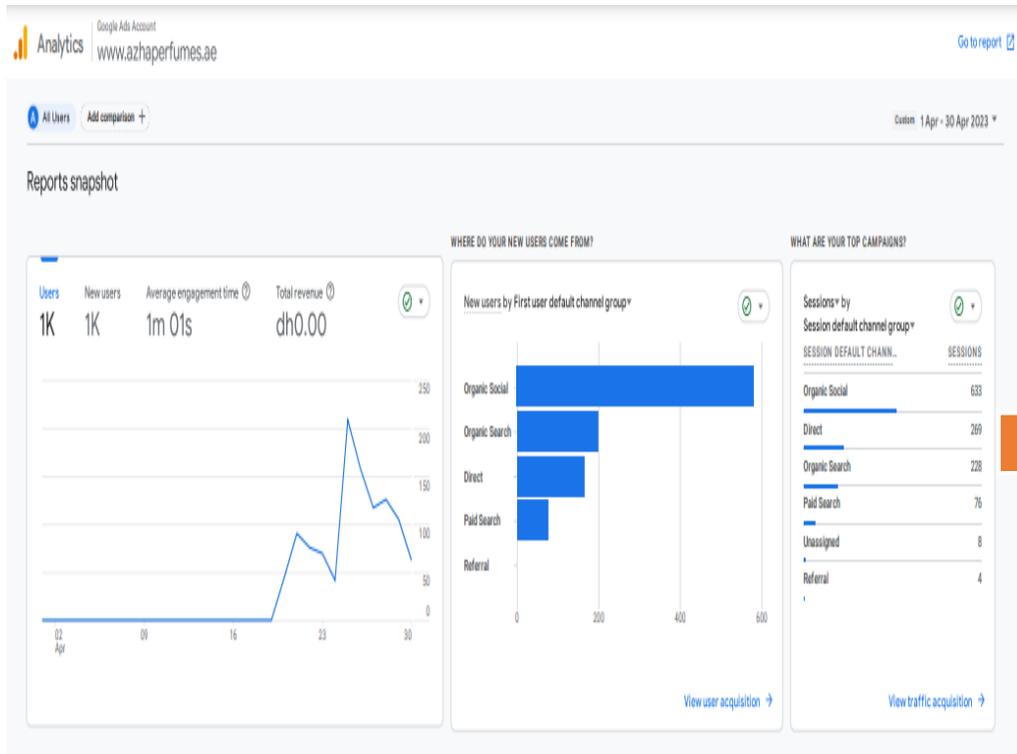
Revamped product descriptions, blog posts, and landing pages with compelling and informative content. Ensured content was optimized for target keywords and tailored to engage visitors, providing valuable information about Azha Perfumes' products and the world of perfumery.

Results:



Significant Increase in Organic Traffic:

The implementation of effective SEO strategies and optimized content led to a substantial increase in organic traffic to the Azha Perfumes website. The site started ranking higher for relevant search queries, attracting a larger and more targeted audience.



Results:



Keywords	February Ranking	Rank 31 March	Rank 25 April	Rank 22 May	Rank 20 June	Rank 05 July	Rank 01 August	Rank 29 SEP
Buy perfume online	Nil	112	69	37	61	46	38	38
Fragrance perfume dubai	Nil	Nil			46	88	37	37
Luxury perfume Dubai	Nil	Nil	55	35	62	15	9	12
Perfume for men in Dubai	Nil	Nil				76	61	60
Oud perfume for women	Nil	Nil	61	24	27	24	28	9
Perfume for women	Nil	Nil						
Bakhoor / Bakhoor perfume	Nil	Nil		22	26	22	32	12
Bakhoor oud	Nil	Nil	35	30	20	39	28	30
Perfumes online	Nil	Nil	73	39	46	71	51	37
Perfume store near me	Nil	32	21	17	17	17	14	9
Attar perfume	Nil	Nil	12	10	9	35	10	5
Bakhoor perfume in Dubai	Nil	60	38	14	17	20	35	30
Attar perfume Dubai	Nil	68	17	7	5	5	4	7
Classic perfume Dubai	Nil	Nil			12	9	7	6
Musk oud in Dubai	Nil	Nil		95		19	16	6
Best luxury perfumes for her in Dubai	Nil	Nil	33	26	37	11	11	9
Dubai perfume online	Nil	Nil	36	22	20	28	17	25
Room freshener	Nil	Nil		8	8	16	8	7
Room air freshener	Nil	Nil		14	10	14	12	8
Air freshener room spray in Dubai	Nil	65		15	15	10	8	5
Perfume stores/perfume store near me	Nil	25	24	21	16	18	14	13
Oud perfume Dubai	Nil	103	88	65	53	64	95	89
Best oud perfume	Nil	101	71	55	55	50	25	Nil
Best oud perfume in Dubai	Nil	142	116	22	21	20	19	17

Results:



Buy air freshener room spray	Nil	41		11	11	8	8	4
Oud perfume Dubai	Nil	135	130	65	63	63	63	89
Best oud perfume Dubai	Nil	35	14		38	20	20	18
Buy attar perfume	Nil	69	17	7	7	7	7	12
Attar perfume Dubai	Nil	57	1	7	7	4	4	7
Buy attar perfume bottle 12 ml	Nil	69	17	1	1	1	1	4
Attar perfume Dubai	Nil	70	23	7	6	4	4	7
Best luxury perfume for her in Dubai	Nil	33	57	19	11	11	11	6
Prestige collection perfume	Nil	44	13	20	15	5	5	11
Buy luxury perfume online	Nil	1	1	4	9	8	8	6
Al musk oud 45qms	Nil	1	1	1	1	1	1	1
Emerald nebula collection	Nil	1	1	1	1	1	1	1
Butterfly nebula collection	Nil	27	1	1	1	1	1	1
sun collection perfume	Nil		60	6	5	5	5	1
Oud perfume for women	Nil	169	32	24	24	29	29	9
Perfume set in Dubai	Nil	Nil	35	35	30	25	25	23
Online Perfume Store Dubai	Nil	Nil	Nil	Nil	9	9	9	13
Buy Attar Perfume Bottle 12 ML in Dubai	Nil	Nil	Nil	Nil	1	1	1	1
Attar Perfume in Dubai	Nil	Nil	Nil	Nil	7	6	6	7
Best Luxury Perfume for Her in Dubai	Nil	Nil	Nil	Nil	11	11	11	6
Luxury Perfumes Online in Dubai	Nil	Nil	Nil	Nil	9	6	6	5
Buy Luxury Perfumes Online	Nil	Nil	Nil	Nil	10	7	7	7
Premium Perfume Online in Dubai	Nil	Nil	Nil	Nil	8	6	6	7
Best Perfume Store Near Me	Nil	Nil	Nil	Nil	38	15	15	15
Al Musk Oud 45gms in Dubai	Nil	Nil	Nil	Nil	1	1	1	1
Buy Perfumes Online for Women Dubai	Nil	Nil	Nil	Nil	37	25	25	20
Buy Perfumes Online for Men in Dubai	Nil	Nil	Nil	Nil	27	16	16	22
Classic Perfumes Online	Nil	Nil	Nil	Nil	7	3	3	1
Perfume Store Online Dubai	Nil	Nil	Nil	Nil	32	13	11	12
Oud Perfumes for Men and Women	Nil	Nil	Nil	Nil	15	15	15	33
Oud Perfume for Women Dubai	Nil	Nil	Nil	Nil	31	31	31	35
Bakhoor oud in Dubai	Nil	Nil	Nil	Nil	20	15	15	10

Results:



Activity Finish Setup

Orders [Add order](#) Screen Options ▾ Help ▾

Awesome, you've been using Flexible Shipping for more than 2 weeks. Could you please do me a BIG favor and give it a 5-star rating on WordPress? ~Octolize Team
[Ok, you deserved it](#) | [Nope, maybe later](#) | [I already did](#)

All (205) | [Trash \(1\)](#) | [Processing \(27\)](#) | [Completed \(66\)](#) | [Cancelled \(90\)](#) | [Refunded \(5\)](#) | [Failed \(10\)](#) | [N-Genius Online Complete \(7\)](#) [Search orders](#)

Bulk actions ▾ [Apply](#) All dates ▾ Filter by registered customer ▾ [Filter](#) 205 items « ‹ 1 of 2 › »

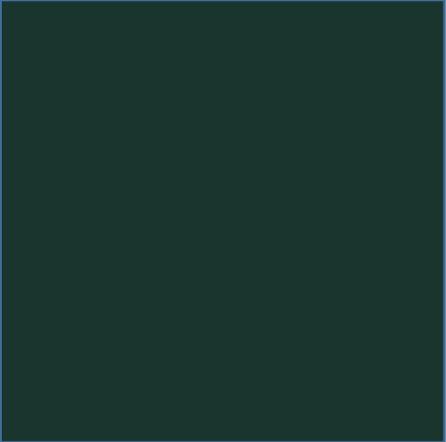
<input type="checkbox"/>	Order ↕	Date ↕	Status	↕Total	Actions
<input type="checkbox"/>	#229123 Abi Nawas	👁 13 hours ago	Processing	252.00 AED	<input checked="" type="checkbox"/>
<input type="checkbox"/>	#229121 Fabio Rotunno	👁 Nov 1, 2023	Cancelled	200.00 AED	
<input type="checkbox"/>	#229120 Adel Miran Miran	👁 Nov 1, 2023	Processing	165.00 AED	<input checked="" type="checkbox"/>
<input type="checkbox"/>	#229092 Fatoumata Bamba	👁 Oct 19, 2023	Failed	220.50 AED	
<input type="checkbox"/>	#229080 Maria Jesús Morales Pascual	👁 Oct 9, 2023	Cancelled	200.00 AED	
<input type="checkbox"/>	#229079 Methma Hettiarachchi	👁 Oct 6, 2023	Processing	109.50 AED	<input checked="" type="checkbox"/>
<input type="checkbox"/>	#229078 محمد الوهبي	👁 Oct 4, 2023	Cancelled	63.00 AED	

Conclusion:



By addressing the challenges faced by **Azha Perfumes** and implementing a comprehensive **Digital Marketing** strategy encompassing **website analysis, keywords research, technical SEO, and content optimization**, the company **successfully enhanced its online visibility, improved user experience, and increased conversions**.

This transformation not only strengthened Azha Perfumes' position in the competitive online fragrance market but also contributed to substantial business growth and customer satisfaction. The case study illustrates the power of strategic digital marketing in driving tangible results for businesses in the ever-evolving digital landscape.



Thank You