



— SEO SPECIALISTS

Markera Portfolio

Company Profile

10+ Years of Proven Organic Growth • Data-Driven SEO Strategy

10+

Years

20+

Projects

4M+

Impressions

619K

Active Users

About Us

A specialized SEO team built for sustainable organic growth

WHO WE ARE

Markera is a specialized SEO team with **10+ years of combined experience** driving sustainable organic growth for businesses across multiple industries and markets.

Our data-driven approach combines technical expertise, content strategy, and performance analytics to deliver measurable results, from improving search rankings to maximizing qualified traffic and conversions.

INDUSTRIES WE SERVE

Real Estate

E-Commerce

Medical

E-Learning

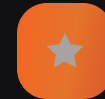
Gulf Market

Digital Marketing



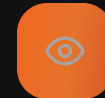
10+

Years of SEO Excellence



20+

Projects Completed



4M+

Impressions Achieved

Why Markera

Real performance, proven across competitive markets



38.5K

Search Clicks



2.43M

Impressions



619K

Active Users



+293%

User Growth

What Sets Us Apart

- ✓ Data-driven strategy with a focus on performance growth
- ✓ Expert keyword research & search-intent mapping
- ✓ Continuous optimization & algorithm-update readiness
- ✓ Strong technical and on-page SEO foundation
- ✓ Aligning SEO goals with real business objectives
- ✓ Long-term growth strategies, not short-term wins

Our Services

End-to-end SEO solutions tailored to your business



01

Technical SEO

Site audits, crawlability fixes, page speed, structured data & Core Web Vitals



02

On-Page SEO

Meta tags, heading structure, internal linking & content optimization



03

Keyword Research

In-depth keyword analysis, competitor gap analysis & search-intent mapping



04

Content Strategy

Editorial planning, SEO writing briefs & content calendar management



05

Link Building

High-quality backlink acquisition to boost domain authority



06

Analytics & Reporting

Monthly reports via GSC, GA4 & custom KPI dashboards

Our SEO Process

A proven 6-step framework for sustainable organic growth

01

Site Audit

Full technical & content analysis

02

Keyword Research

Target & competitor keyword mapping

03

Content Strategy

SEO-driven editorial planning

04

Technical Fixes

Speed, crawl & indexing improvements

05

Link Building

Authority-building backlink acquisition

06

Track & Optimize

Monthly reporting & iterative growth

Every project starts with a deep audit and ends with a trackable, growing outcome.

Tools & Technologies

Industry-leading tools for precise analysis and execution

Analytics

Google Search Console

Analytics

Google Analytics 4

Research

Ahrefs

Research

SEMrush

Technical

Screaming Frog

Tracking

Google Tag Manager

Research

Keyword Planner

Tracking

Rank Tracker

RESULTS

Results That Speak

Real numbers from real client campaigns.

4.04M

Total Impressions

38.5K

Total Clicks

619K

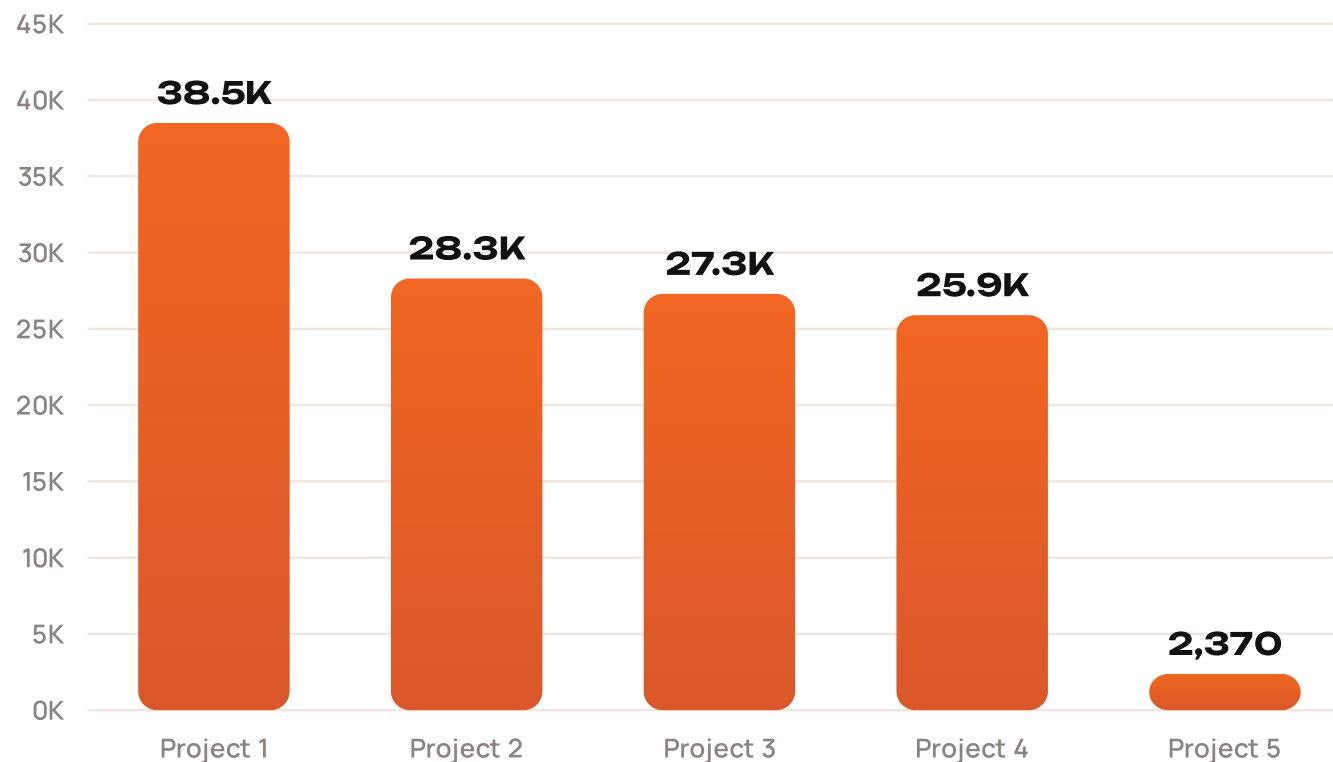
Active Users

+293%

User Growth

Organic Traffic Growth

Organic search clicks (Google Search Console) across selected client projects



Client Results

Real Google Search Console performance across individual client projects



Project 1

Clicks up from 12.5K previous period

38.5K

CLICKS

2.43M

IMPRESSIONS

1.6%

AVG CTR

7.5

AVG POS.



Project 2

Steady multi-month growth curve

28.3K

CLICKS

795K

IMPRESSIONS

3.6%

AVG CTR

16.9

AVG POS.



Project 3

Consistent ranking improvement

25.9K

CLICKS

711K

IMPRESSIONS

3.6%

AVG CTR

13.2

AVG POS.



Project 4

Avg. position improved to 4.3

27.3K

CLICKS

4.04M

IMPRESSIONS

0.7%

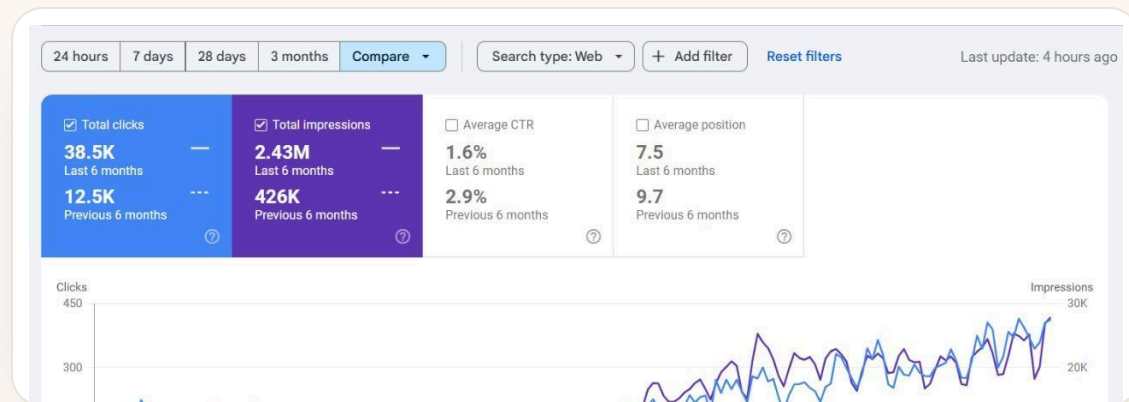
AVG CTR

4.3

AVG POS.

Live Dashboards

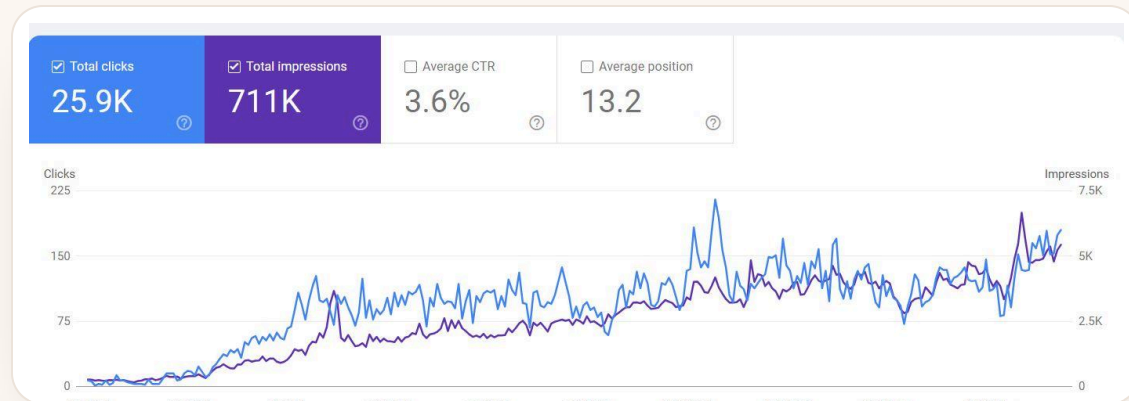
Real Google Search Console screenshots from client accounts



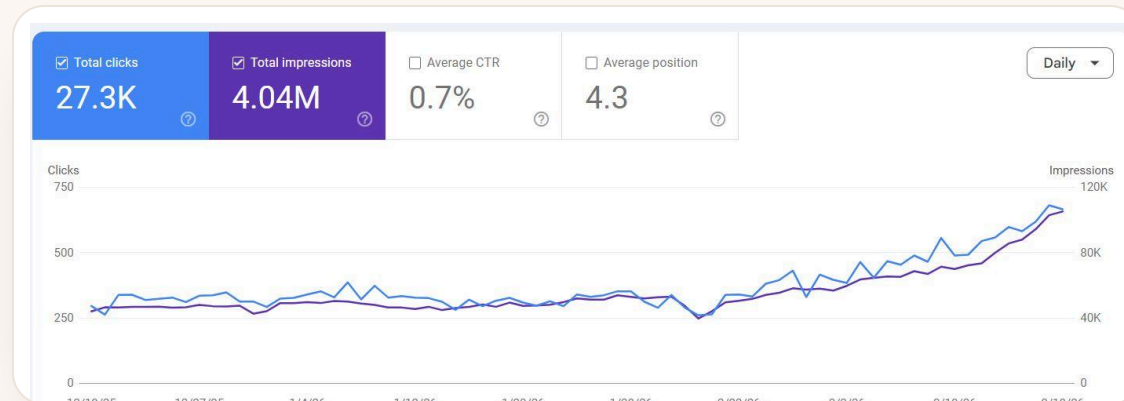
38.5K clicks · 2.43M impressions



28.3K clicks · 795K impressions



25.9K clicks · 711K impressions



27.3K clicks · 4.04M impressions

Audience Growth

Users, engagement and traffic acquisition



619K

Active Users



595K

New Users



1m 06s

Avg. Engagement

Traffic Acquisition by Channel

Organic Search	12K	↑ +64.3%
Direct	786	↑ +52.3%
Organic Social	66	↑ +83.3%
Referral	55	↑ +223.5%

+293%

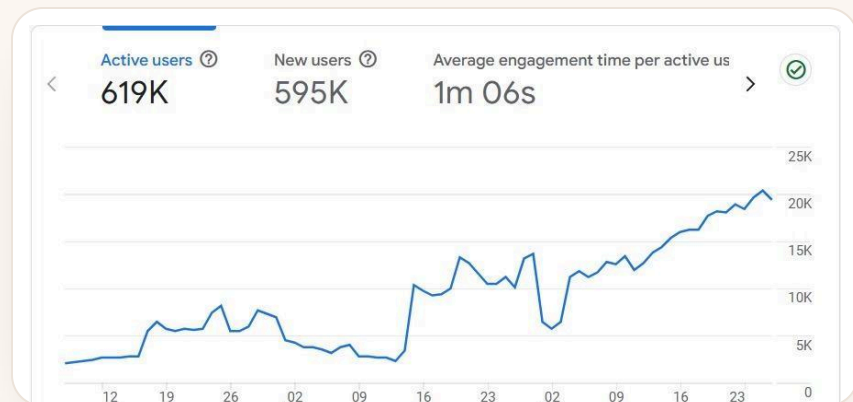
Active-User Growth (period over period)

+1,167%

Top-article click growth (trending content)

Live Dashboards

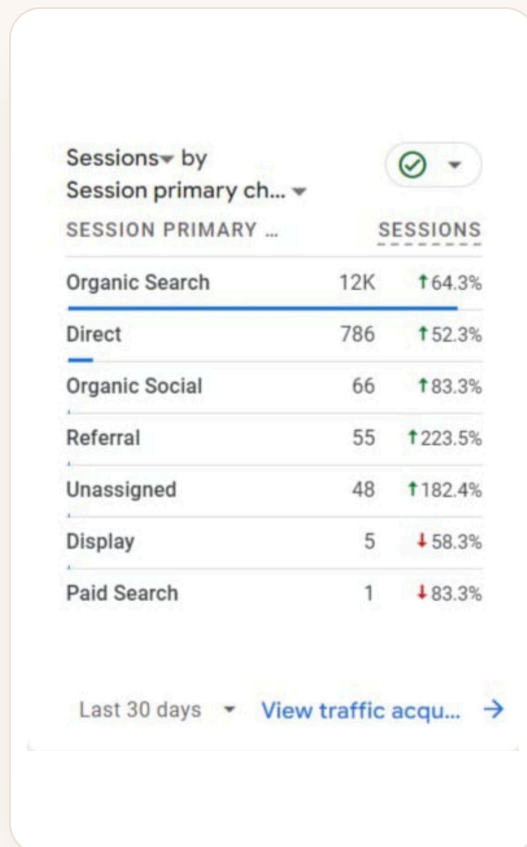
Real GA4 screenshots: users, engagement and traffic channels



619K active users · 595K new · 1m 06s



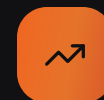
5.3K active users · +293.1% growth



Traffic by channel · Organic Search 12K (+64.3%)



7.9K active users · 11K views · 37K events



Organic Search is the **#1 channel**, ahead of Direct, Social and Referral combined.

Portfolio Highlights

Selected client projects across industries

Travel

Makanaa Travel Blog

Marketing

Marketing Experts

Medical

Dr. Khaled Salah

E-Learning

E-Marketing Academy

Business

Emdad

Business

E3mel Business

Real Estate

Lale Group (Turkey)

19

client projects across 8 industries, from Egypt to the Gulf and Turkey

Portfolio Highlights

More client projects across industries

Real Estate

Abyat Property

Real Estate

Whitey Real Estate

Real Estate

Wall Street Group

Medical

Dr. Ashraf Suleiman

Medical

Al-Shennawi Clinics

Medical

Lamaset Hayah

E-Commerce

Europe Bazar

E-Commerce

Healthy & Tasty

Gulf Market

Shadwan Car Showroom

Business

Platform Business

Gulf Market

High Systems

Business

Business Cloud

AI Overview & Featured Snippets

Top visibility in Google AI Overviews and featured snippets



AI Overview Ranking

Top Visibility

Content ranked in Google AI Overview for competitive Arabic keywords, including travel & real-estate queries in the Turkish market.



Featured Snippet Capture

+18% CTR

Multiple clients reached Position 0 (featured snippets) on Arabic Google SERPs, dramatically increasing click-through rate.



Trending Content

+1,167%

Client articles trending up with +1,167% click growth on target keywords, surfaced via Search Console insights.



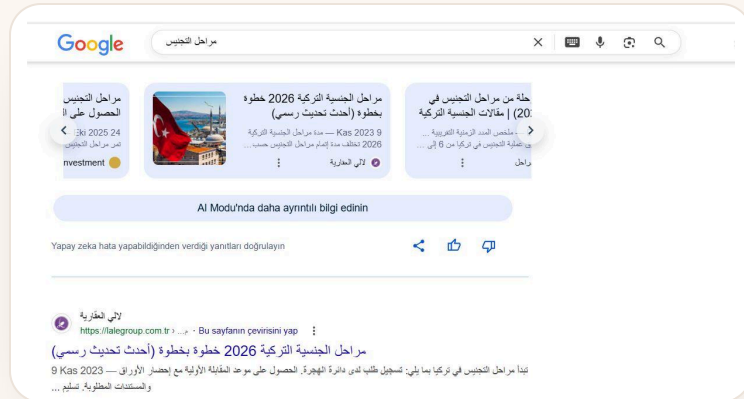
Organic Sessions Surge

+64.3%

Organic Search sessions reached 12K with +64.3% growth, outperforming all other traffic channels combined.

AI Overview & Trending

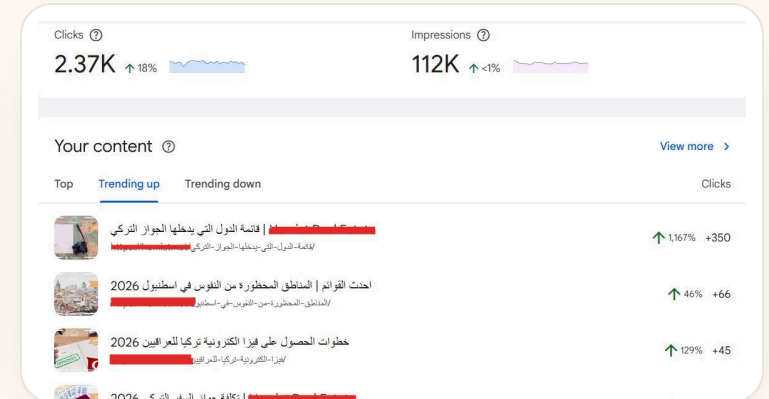
Client content ranking in Google AI Overviews & featured results



AI Overview · travel query (Arabic)



AI Overview · marketing expert query



Trending content · +1,167% click growth



AI Overview · "best car in Saudi": client ranked



AI Overview · car-showroom query: client ranked



— GET IN TOUCH

Let's Work Together

Ready to grow your organic search presence? Reach out to our team today.



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