



## CASE STUDY

# Pure Pilates Dubai SEO Case Study

## BACKGROUND

Pure Pilates studio is committed to bringing the best of authentic Pilates to Dubai. Pure offers private and small group pilates classes with highly trained instructors in a fully equipped Gratz studio - a welcoming place for everyone from beginners to experienced clients and teachers.

## CHALLENGE

After we launched the Pure Pilates Dubai website, the client wanted to increase their brand awareness and encourage more people to enroll in their classes. However, being a new comer in a very competitive market, they faced the challenge of not being visible to their prospects in top search results. Every time a prospect searched 'Pilates in Dubai' or another relevant search, they would end up on competitors' websites. Pure Pilates wanted to ensure that they had a prominent position online and increase the number of visitors to their website. Further, more eyeballs wasn't enough, the traffic had to be qualified, and deliver an increase in bookings.

## PURE PILATES

### PROJECT

Implement an integrated SEO strategy for Pure Pilates Dubai that not only drove traffic to the site, but also increased bookings for classes, and led to conversions.

### SERVICES

Search Engine Optimisation  
Website Design & Build  
Logo Design  
Hosting

[View the project](#)



## SOLUTION

Our goal was to create an integrated strategy that not only drove traffic to the site, but also increased bookings for classes, and led to conversions.

Delivering this effectively meant continued SEO consultancy, including refreshing content and meta data, researching new topic opportunities, and streamlining both On-Page and Off-Page SEO techniques.

We began our On-Page SEO work by researching what “keyword phrases” and “topics” prospects type in when looking for a local pilates studio. We selected a group of keyword phrases for each service we wanted to advertise. For example “pilates in dubai”, “pilates classes in dubai”, etc. We selected at least 5 most-searched phrases. Finally, we then implemented our On-Page and Off-Page whitehat SEO techniques to improve the search engine rankings for the Pure Pilates website.

## RESULTS

In a little over a few months, Pure Pilates Dubai rose from a literal “nobody” company to the alpha dog of their industry, blowing away the competition. Over the course of a few months, the website started ranking first place on Google for many keywords we had targeted, with almost all of the keywords resulting in a first page listing – all organically! The website traffic increased by 400% and a steady flow of online booking of classes every month.

## SUSANNA FOUSTOK, MANAGING DIRECTOR, PURE PILATES DUBAI

“We commissioned TET to design our logo and website and they did an excellent job!

We then hired them to optimise our website for search engines. A few weeks after TET went to work, our Google rankings rose considerably, and we currently enjoy a Number 1 ranking in Google for the phrase “Pilates in Dubai”, a highly competitive term – and a good place to be! We are also on the first page of Google in almost all the key words that we find important.

Overall I have had a great experience with TET, and would definitely recommend them to anyone looking to get good quality SEO work done.”

## PILATES ACADEMY DUBAI | Keep being young with us!

[www.pilatesacademydubai.com/](http://www.pilatesacademydubai.com/) ▼

Pilates Academy is a modern dedicated center where PILATES and CARDIOLATES® are offered as means to enhance physical wellness and health. Here, the ...

### Pure Pilates Dubai

[purepilatesdubai.com/](http://purepilatesdubai.com/) ▼

Pure is a fully equipped studio dedicated to classical pilates. We are committed to delivering the best of authentic pilates in Dubai. Pure offers private and small ...

### The Best Reformer Pilates Studios in Dubai - Savoir Flair

[www.savoirflair.com/beauty/93772/reformer-pilates-studios-dubai](http://www.savoirflair.com/beauty/93772/reformer-pilates-studios-dubai) ▼

Discover the best reformer Pilates studios in Dubai, the celebrity workout favorite of stars like Izabel Goulart, Miranda Kerr, and Alessandra Ambrosio.

### Ladies Fitness Centre | Pilates, Yoga, Body Toning and Dance ...

[exhaledubai.com/](http://exhaledubai.com/) ▼

BASI Pilates Teacher Training Exclusively at Exhale. 1 ... Exhale has taken on the serious business of yoga, pilates, and feel-good fitness ... Dubai Marina, Dubai

### Pilates Reformer Classes | The Hundred Wellness Centre, Dubai

[thehundred.ae/fitness-classes/pilates-reformer-classes/](http://thehundred.ae/fitness-classes/pilates-reformer-classes/) ▼

The Hundred Wellness Centre in Dubai - What is reformer pilates? Learn now and sign up for classes at The Hundred Pilates Studio in Dubai.

### The Hundred Wellness Center Dubai

[thehundred.ae/](http://thehundred.ae/) ▼

The Hundred Wellness Center Dubai - 2 Fully Equipped Pilates Studios plus Functional Fitness, Physiotherapy, Homeopathy, Body composition analysis, ...

### Zen Yoga Dubai

[yoga.ae/](http://yoga.ae/) ▼

Zen Yoga is Dubai's original Yoga & Pilates studio. Our instructors are all internationally certified and highly qualified to ensure an authentic Yoga or Pilates ...

### Best Pilates Classes In Dubai - 1st Class Free. Join Us Now.

**Ad** [www.gfx.ae/pilates/classes-dubai](http://www.gfx.ae/pilates/classes-dubai) ▼

Certified Pilates Instructors. Locations in Mirdif & Business Bay.

📍 Dubai - 04 425 5940 - Open today · 8:00 AM – 10:00 PM ▼

### Ladies Only Gym Mirdif Dubai - No Joining Fee, No Credit Card

**Ad** [www.morninggloryspa.ae/](http://www.morninggloryspa.ae/) ▼

The premier choice for you to get in shape in Dubai

📍 37· Mirdif - Dubai - Open today · 7:00 AM – 11:00 PM ▼

### Pilates Dubai - Search & Find Quick Results.

**Ad** [www.informationvine.com/Pilates+Dubai](http://www.informationvine.com/Pilates+Dubai) ▼

Informationvine.com connects you to the best results from across the web.

Find Relevant Information · Quick & Easy Answers · Search & Find Now · Learn More

### Searches related to pilates in dubai

[pilates dubai jlt](#)

[pilates dubai marina](#)

[pilates reformer dubai](#)

[pilates academy dubai](#)

[pilates dubai downtown](#)

[pilates dubai business bay](#)

[real pilates dubai prices](#)

[pure pilates dubai](#)

## KEYWORDS

Pilates Studio in Dubai  
Pilates Classes in Dubai,  
Pilates in Dubai  
Pilates  
Pure Pilates

## CURRENT RANK

First Page of Google

# These days, everybody “Googles it”

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And 80% of all search engine users never look past Page 1 of Google’s results. If you’re there, right on top of the SERPs, right where your customers are, at the right moment, with the right solution, you’ll win big.

If you want to bring more traffic to your website by making it rank higher on major search engines, we can help.

[CONTACT US NOW](#)

## Give us a call

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## Drop us a note

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