

Schmalenbach

Digital Update YTD 2022

Al Gurg
Living



1	Website, SEO & GMB Updates	03
1a	Blog Section Activation	04
1b	Monthly Blog Publishing	05
1c	Portfolio & Brochure Uploads	06
1d	Organic Keywords Ranking	07
1e	Google My Business Updates	08
2	Digital Marketing Campaigns	09
2a	Google Search Campaign Insights	10
2b	Google Display Campaign Insights	11
2c	Website Inquiries - YTD	12
2d	Qualified Website Inquiries	13
2e	Social Media Content Boosting	14
3	Q4 2022 Digital Plan	15
3a	Lead Generation Campaign	16
3b	LinkedIn Campaign	17

1

Website, SEO & GMB Updates

1a Website Enhancement

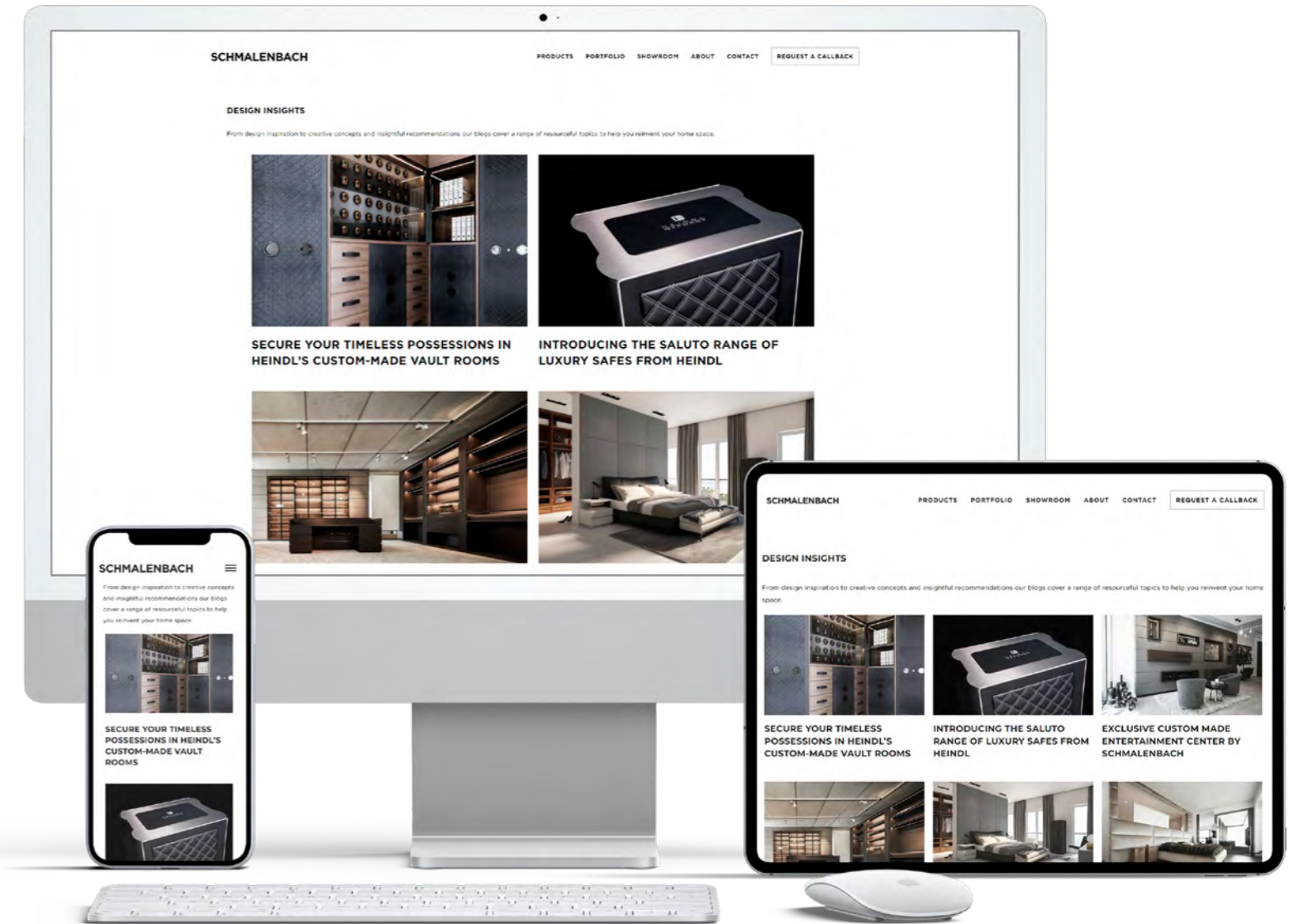
Blog section activation



Developed a dedicated SEO optimised blog listings page to showcase topics related to interior design trends and Schmalenbach's diverse product range



Created and deployed blog section on the homepage and website's navigation menu



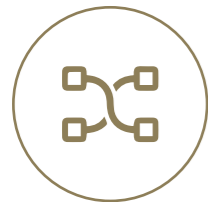
1b Monthly Blog Publishing



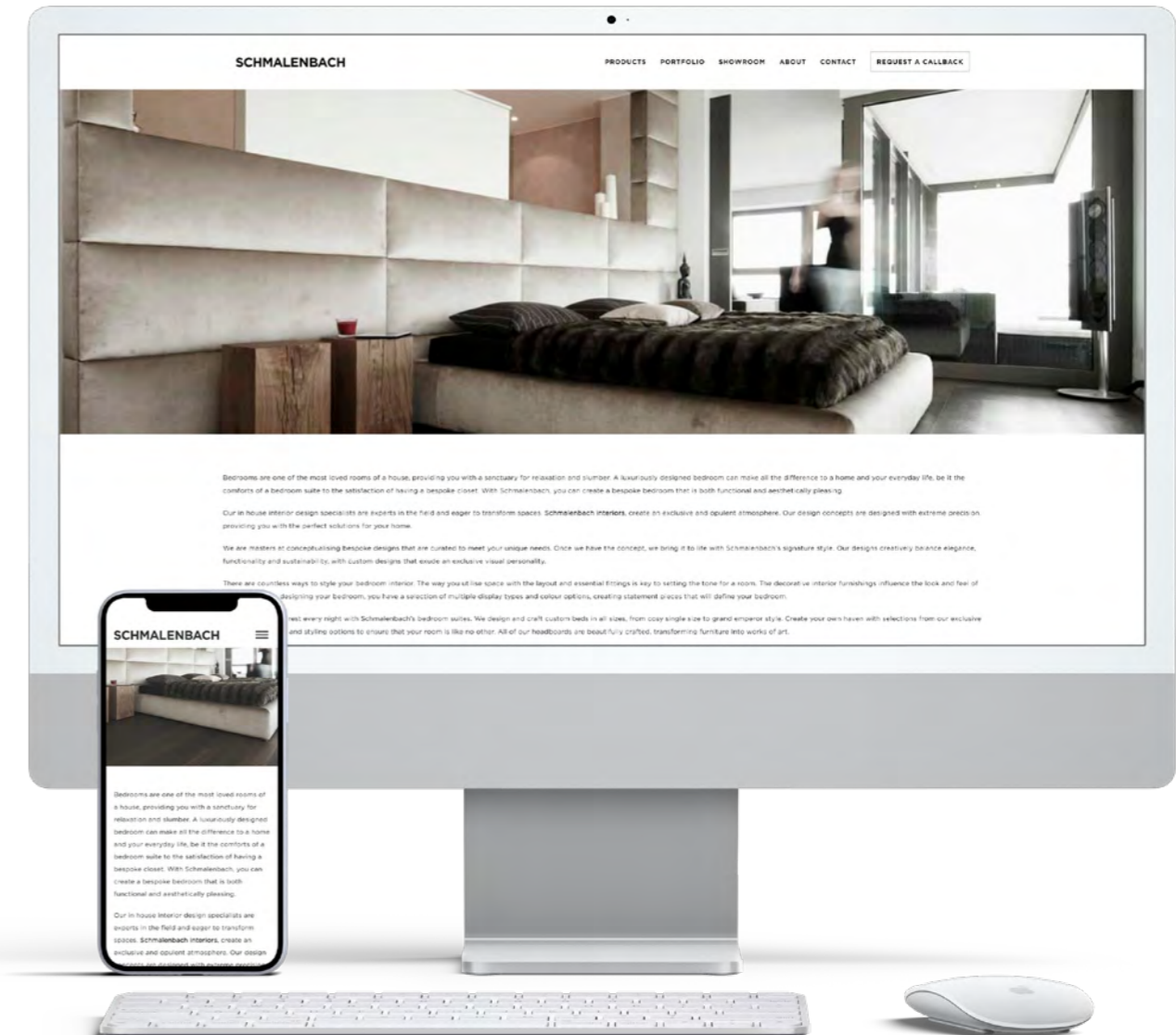
Planning and content development of 1 blog per month focused on topics of relevance that match user's search intent on Google



Mapping of relevant search keywords and optimisation of blog images



Internal linking of relevant product pages on the blog content to improve website link strategy



1c Portfolio & Brochure Uploads

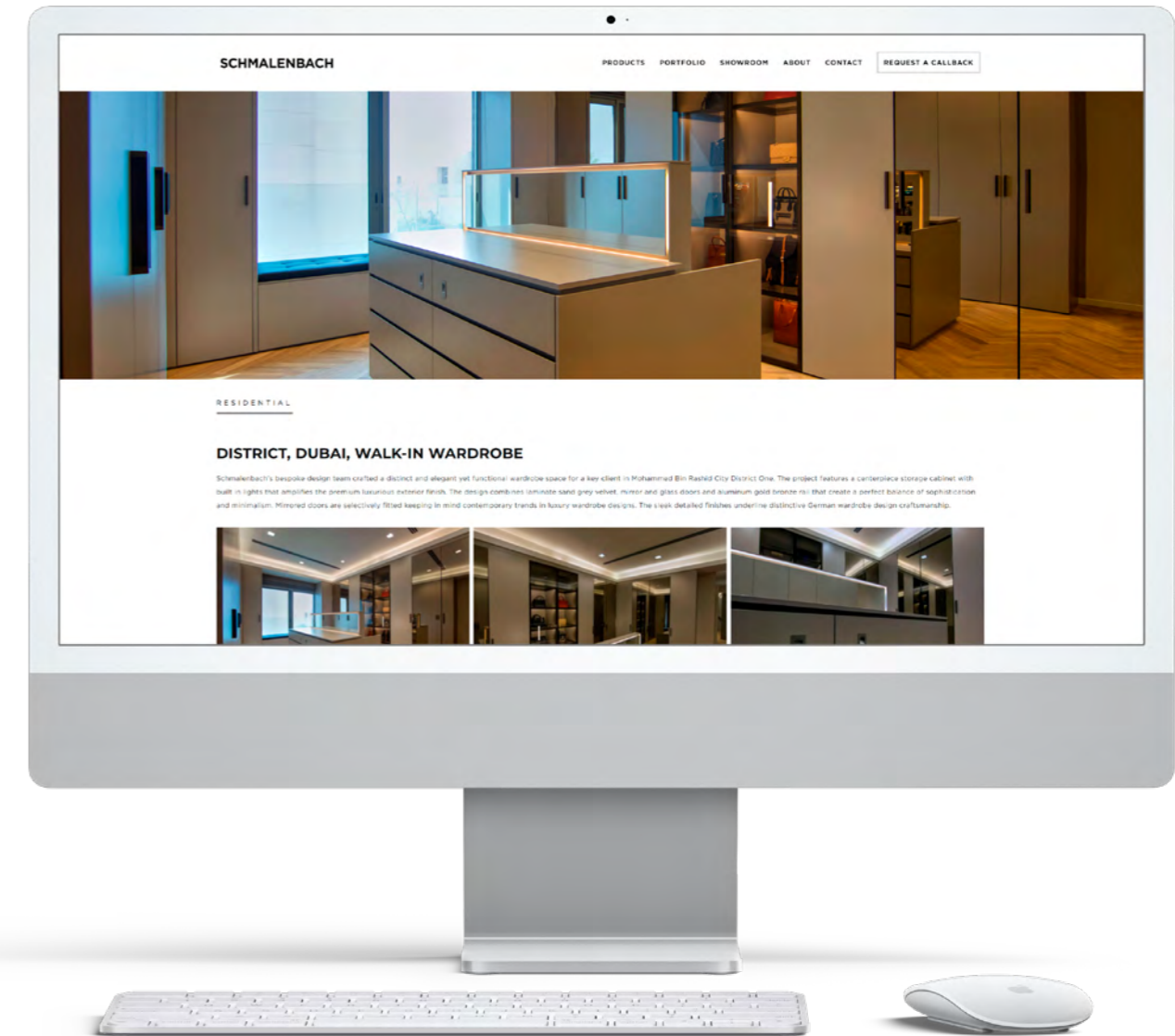
Updates



Content for six UAE projects created and uploaded to the website's portfolio section



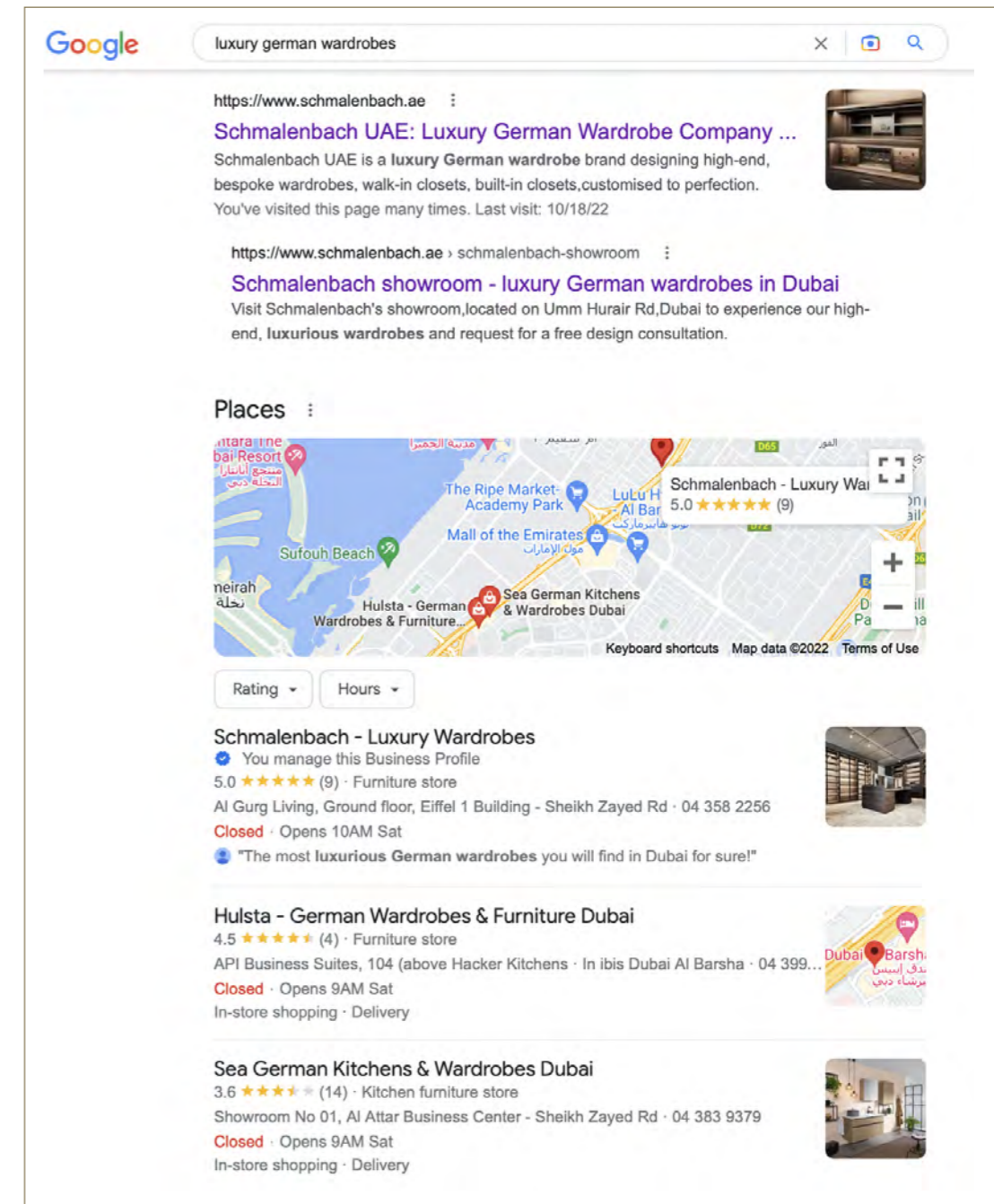
New brochures on home living and office furniture activated and linked on the contact page for design inspiration



1d Organic Keywords Ranking

Keywords Ranking

- 1 **“Luxury German Wardrobes”**
Position: 1st page, 1st rank
- 2 **“Bespoke walk-in closets”**
Position: 1st page, 3rd rank
- 3 **“German built-in wardrobes”**
Position: 1st page, 1st rank
- 4 **“Schmalenbach wardrobes UAE”**
Position: 1st page, 1st rank
- 5 **“German Wardrobes company Dubai”**
Position: 1st page, 1st rank



1e Google My Business Updates

Monthly GMB activities



Google reviews management

Timely response to user reviews



Product posts

Monthly publishing of products to reflect Schmalenbach's portfolio



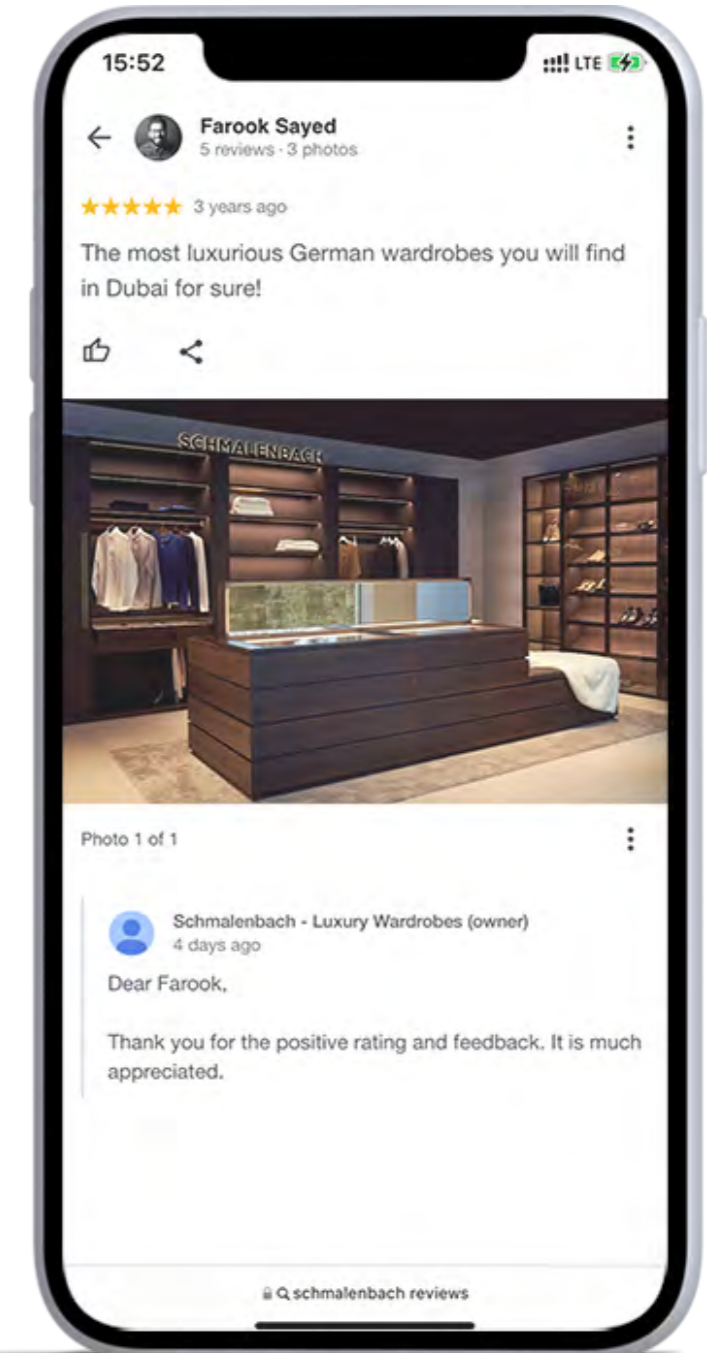
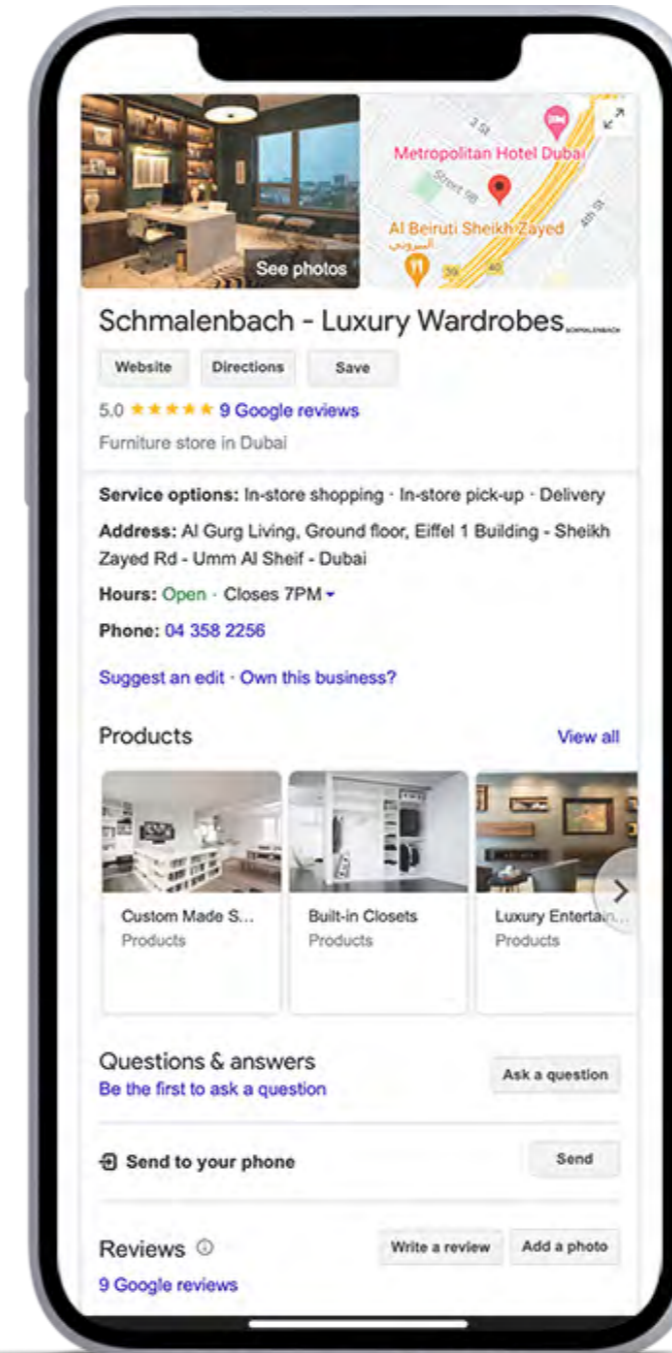
Update posts

Publishing of social media content on Google to engage users



Multimedia content upload

Upload of branded videos and images on Google



2

Digital Marketing Campaigns

2a Google Search Campaign Insights

YTD Campaign insights



Impressions
181,437



Total Clicks
6,241



Average CTR
3.44%

Ad · www.schmalenbach.ae/walk-in-closets ⋮

Luxury German Wardrobes | Get A Free Design Consultation

Our walk-in closets are designed for maximum use of space. Customised designs for spaces and storages. Built in Closets. Luxury Closets. Custom Made Designs. Get A Free Consultation. Models: Walk in closets, Built in closets, Entertainment center, Shelving system

[Shelving Systems](#)

[Visit Our Showroom](#)

[Our Products](#)

[Contact Us](#)

Ad · www.schmalenbach.ae/ ⋮

Elevate your Living Room Style | Bespoke Entertainment Units

Design your entertainment center with smart sliding & storage systems & discreet TV unit. Uplift your living room ambience with premium entertainment units customised to perfection. Built in Closets. Luxury Closets. Custom Made Designs. Get A Free Consultation. Models: Walk in closets, Built in closets, Entertainment center, Shelving system

[Shelving Systems](#)

[Visit Our Showroom](#)

[Our Products](#)

[Contact Us](#)

2b Google Display Campaign Insights

YTD Campaign insights



Impressions
989,172

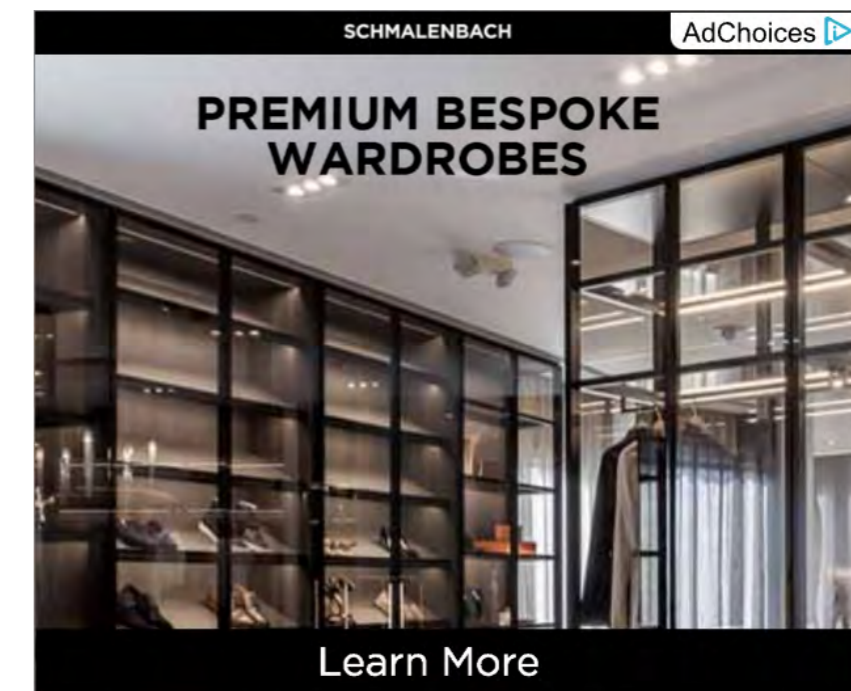


Total Clicks
15,733

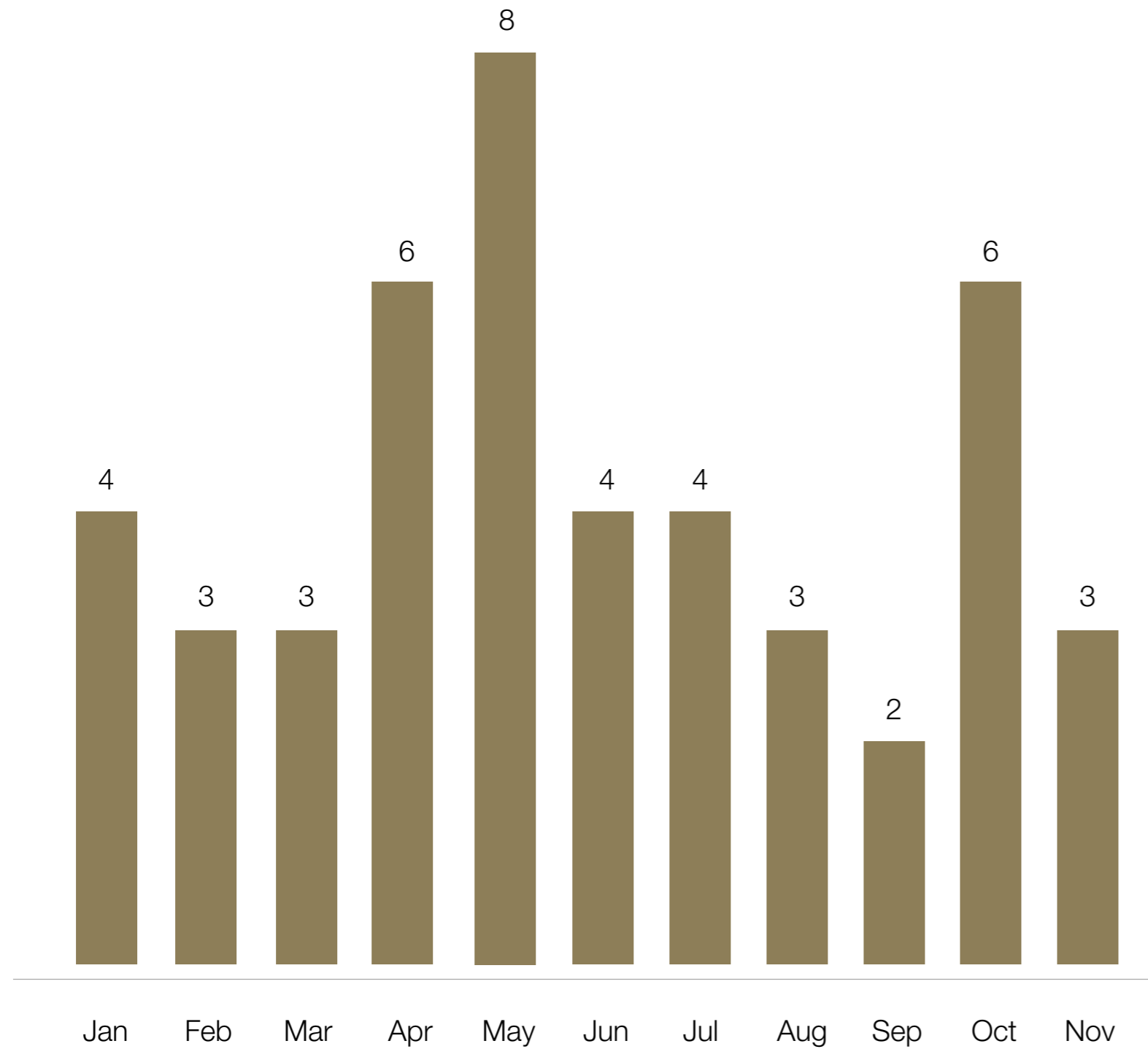


Average CTR
1.59%

Display ad preview



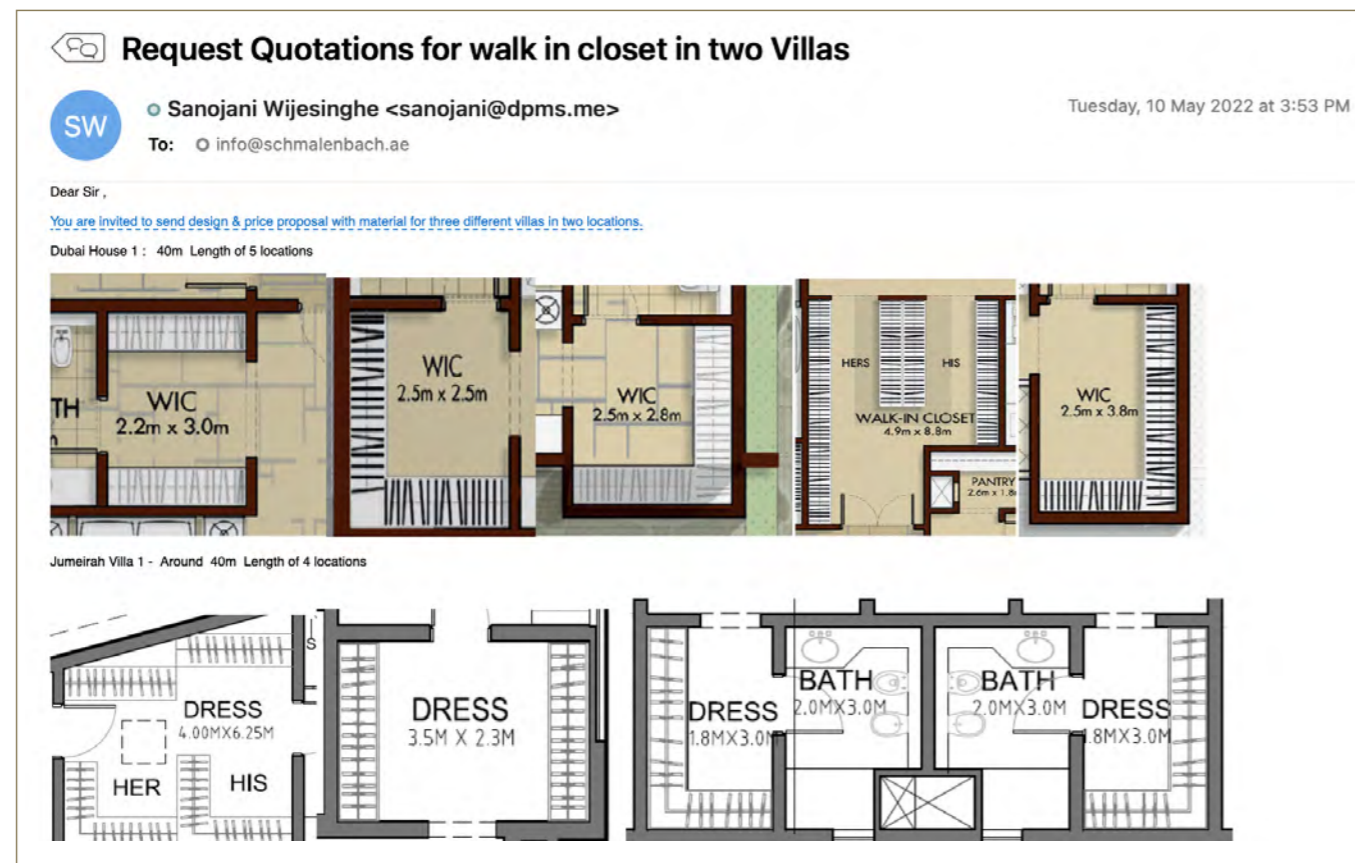
2c Website Inquiries



2d Qualified Website Inquiries

Qualified leads

- 1 Website inquiry requesting quotation for walk-in closet design for a Dubai-based villa project



Other inquiries

- 2 Inquiry from an architecture firm requesting for a quotation of furniture package for a Palm Jumeirah project
- 3 Inquiry for design of high-end wardrobes from Abu Dhabi-based Interior design firm

Total inquiries YTD: **46**

2e Social Media Content Boosting

YTD Content boosting insights



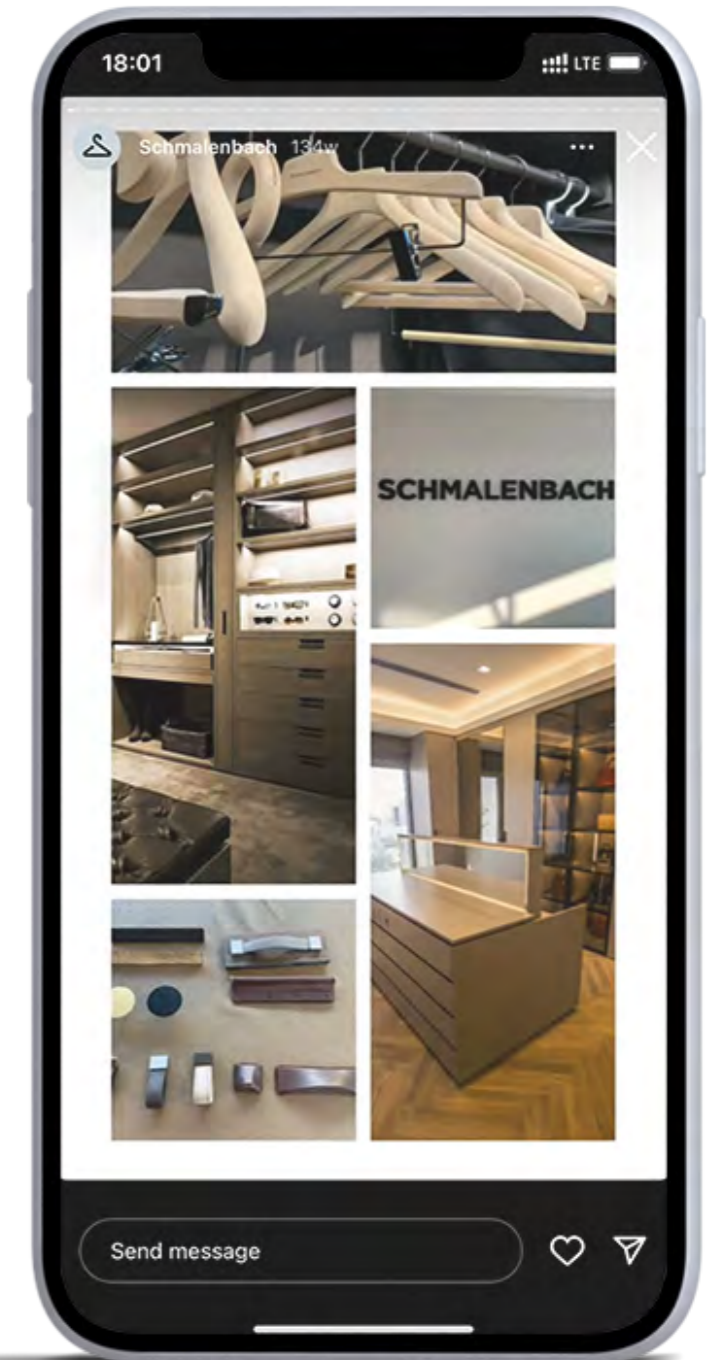
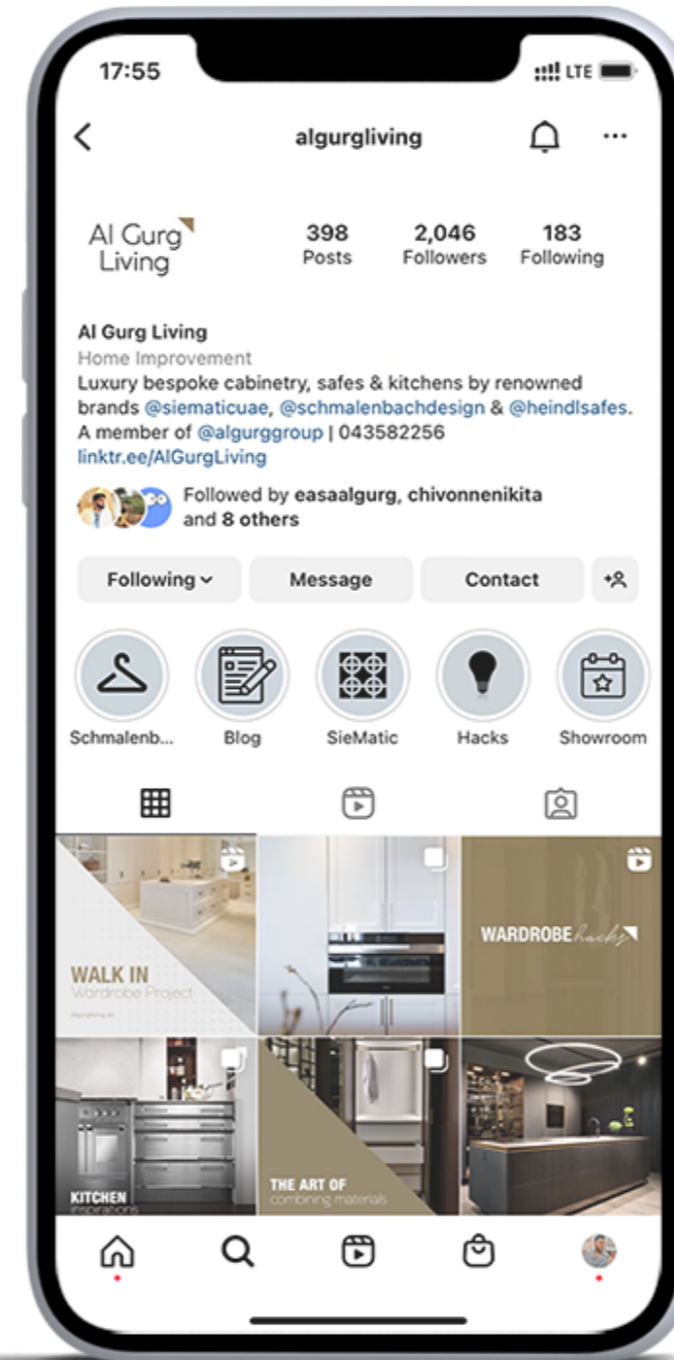
Impressions
676,366



Total Reach
589,042



Total Clicks
722



3

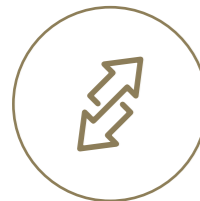
Q4 2022 Digital Plan

3a Lead Generation Campaign

Activation plan



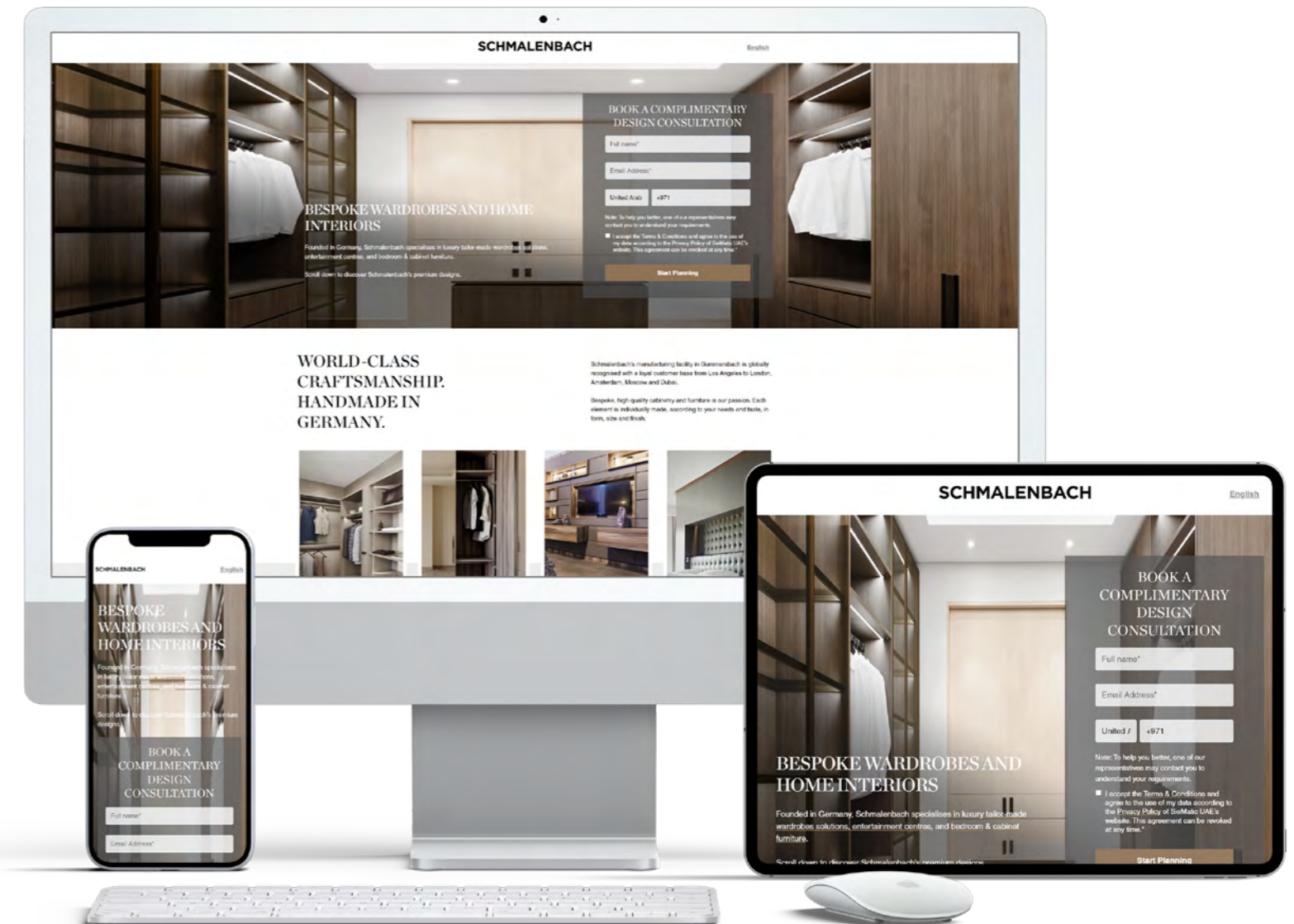
Launch of Schmalenbach lead generation campaign on AGL landing page



Conversion based Google ads on medium such as Search, YouTube and Google display network



Social media ads on Facebook and Instagram



3b LinkedIn Campaign

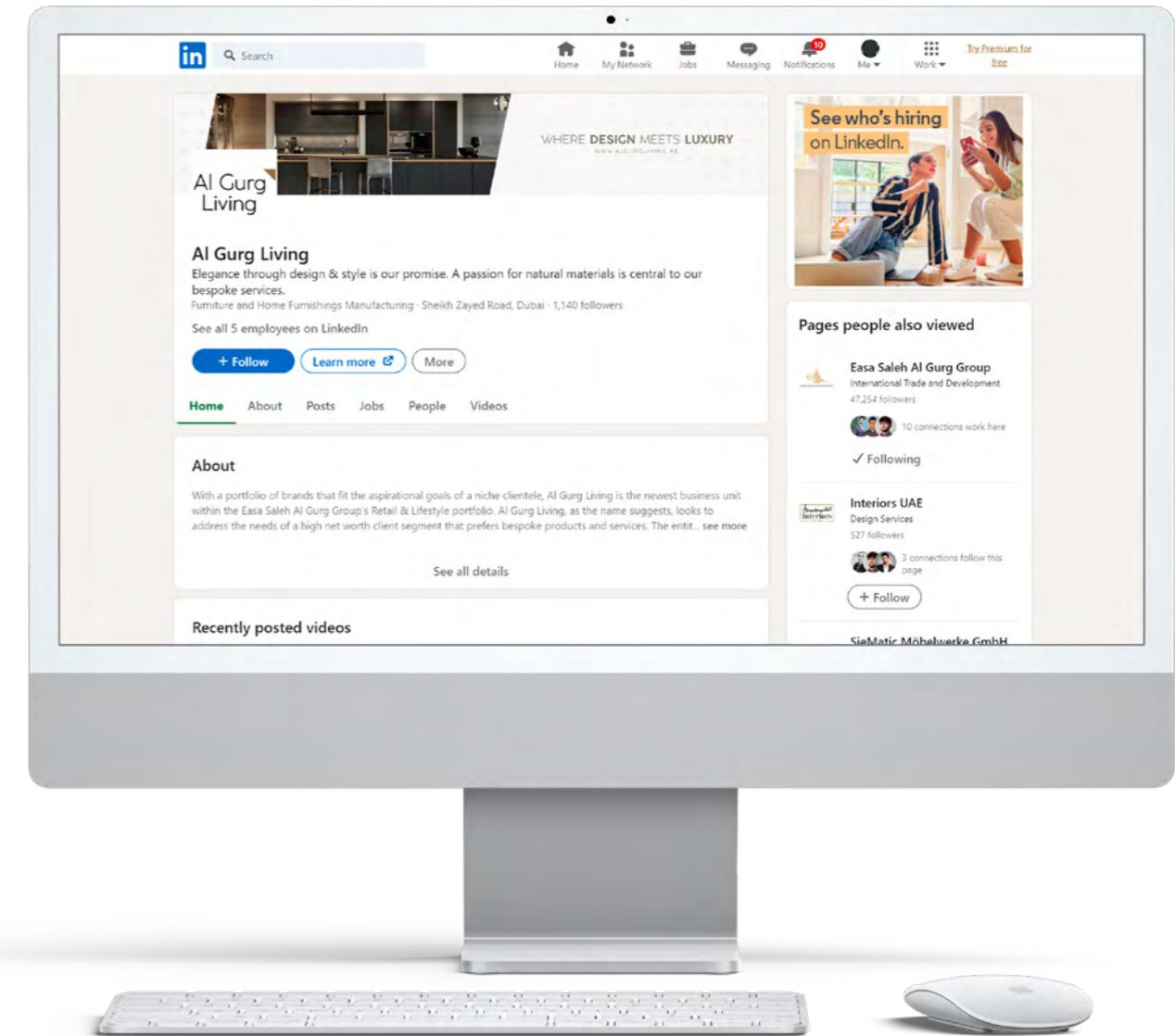
LinkedIn campaign plan



Brand awareness campaigns showcasing the three focus areas of AGL- kitchens, wardrobes and safes



InMail lead generation email blast for project collaboration targeted at specific job titles e.g. architects & senior designers based in the UAE





EASA SALEH AL GURG GROUP