

SEO GROWTH REPORT

01



Project Name:
Eden Residence Aparthotel

02

Table of Contents

Presentation Outline

Overview

Website Traffic

Page Views

Official Marketing Channels

Website Users Location

People Reviews

Conversions And Marketing Goals Achieved

Google Search Console Statistics

Keyword Ranking



Overview Of Eden Residence Aparthotel Website Performance in Last 2 Years.

Website Performance Report

We worked on a site SEO for Eden Residence Aparthotel. Below are the stats and figures for those efforts from the last 2 years.

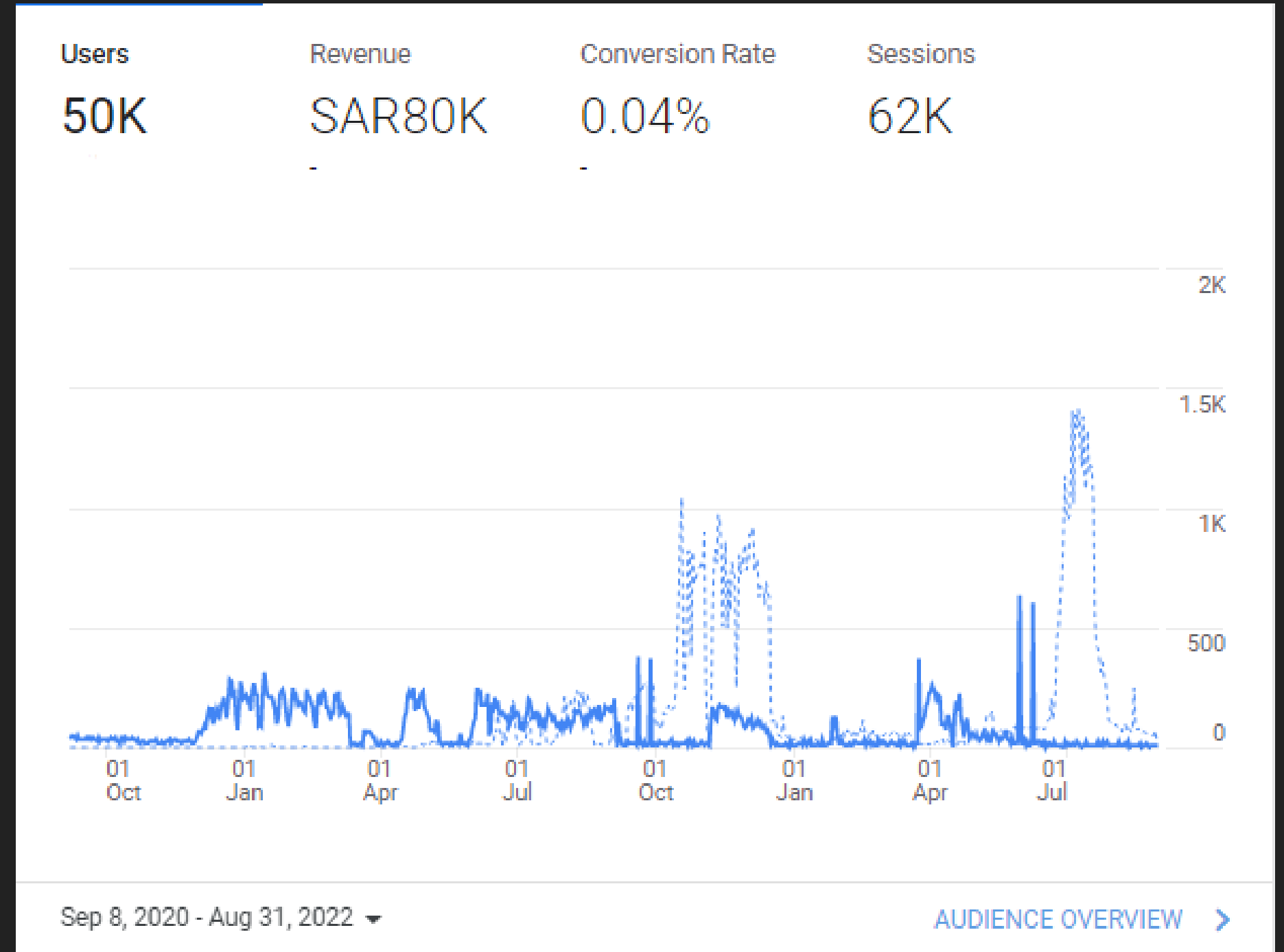




04

Website Traffic

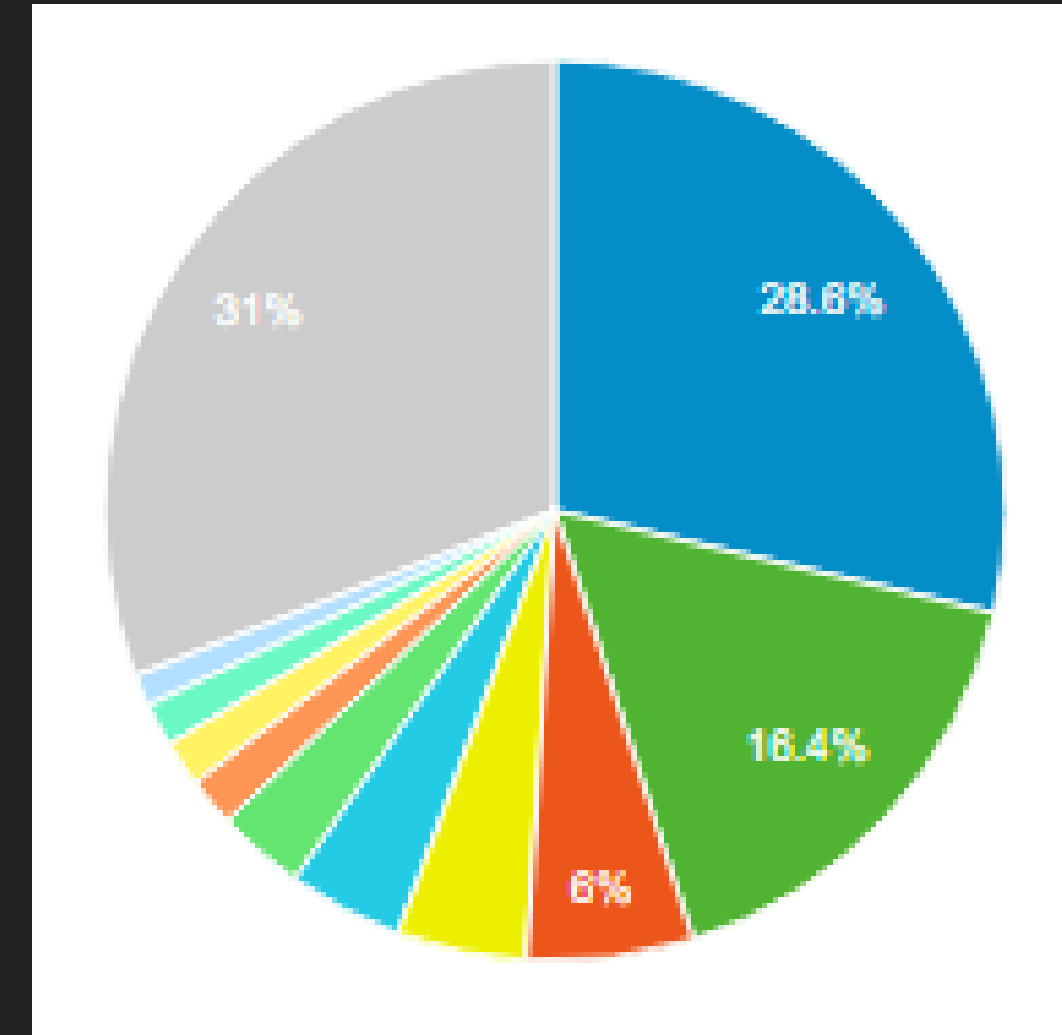
In the last 2 years, 50,000 users have visited the website.



05

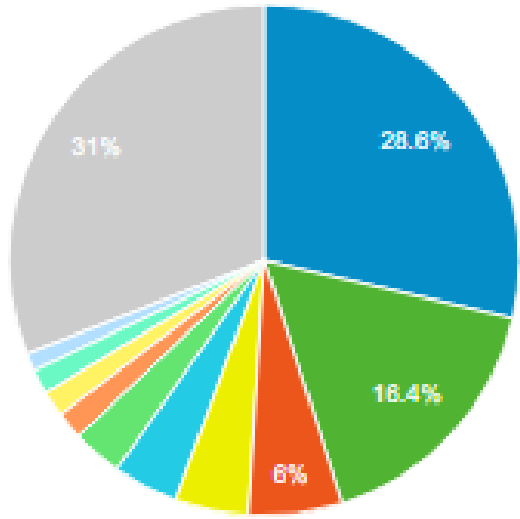
Page Views

Total Page Views Generated
111,111.



SEO GROWTH REPORT

06

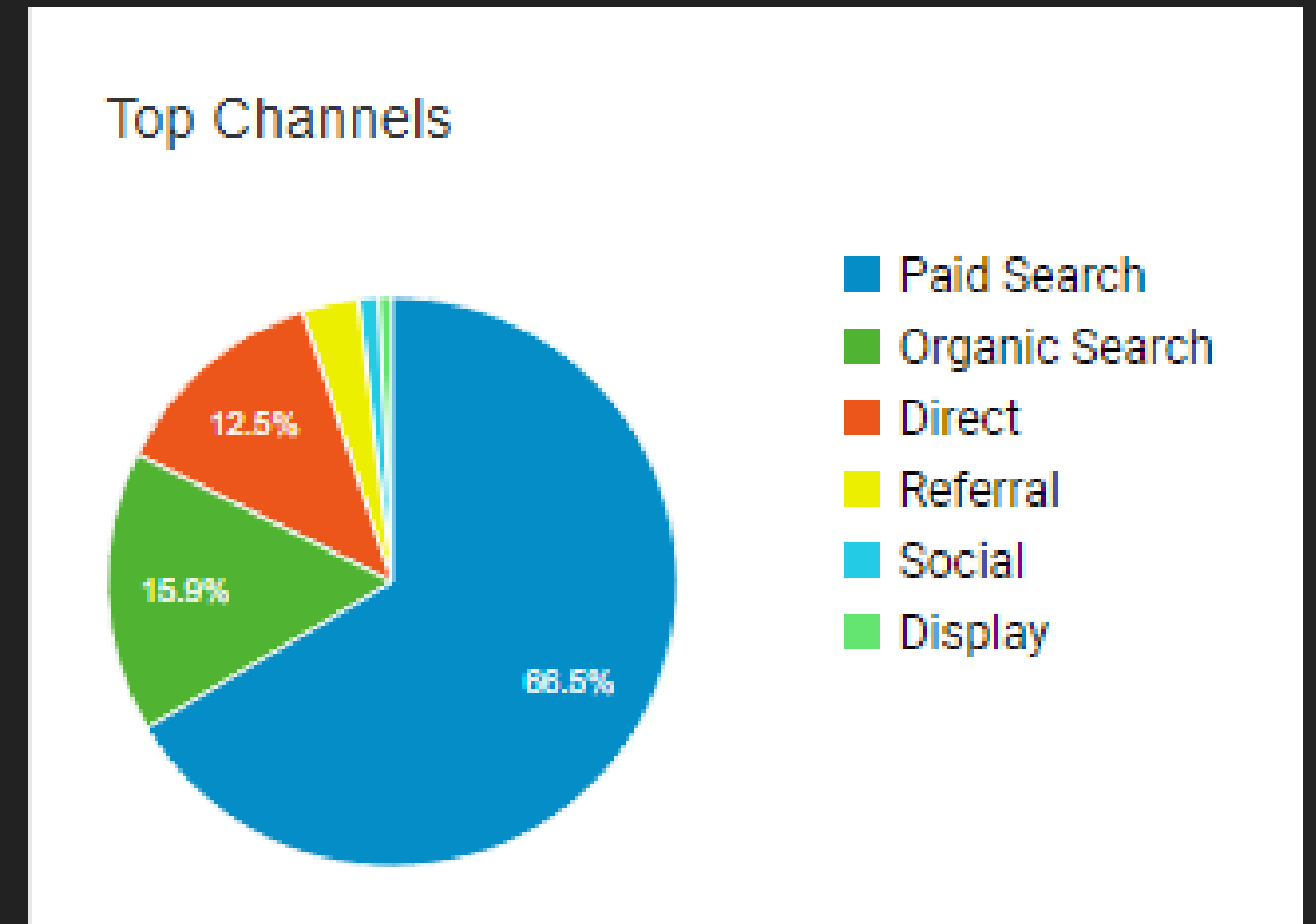
Page	Pageviews	Pageviews	Contribution to total: Pageviews
	111,111 % of Total: 100.00% (111,111)	111,111 % of Total: 100.00% (111,111)	
1. /ar?https://www_eden-residence_com=	31,822	28.64%	
2. /	18,223	16.40%	
3. /ar/apartments	6,622	5.96%	
4. /index.php/404	5,169	4.65%	
5. /ar	4,593	4.13%	
6. /ar/contact-us	3,494	3.14%	
7. /ar/gallery	1,950	1.76%	
8. /apartments	1,823	1.64%	
9. /ar/services	1,725	1.55%	
10. /gallery	1,268	1.14%	

The **Homepage** content generated **18,223 page views**.



Official Marketing Channels

07





Organic Search

8,004 Users



Direct Users

6,273 Users



Paid Ads Users

33,366 Users



Referral Traffic

1,612 Users

08

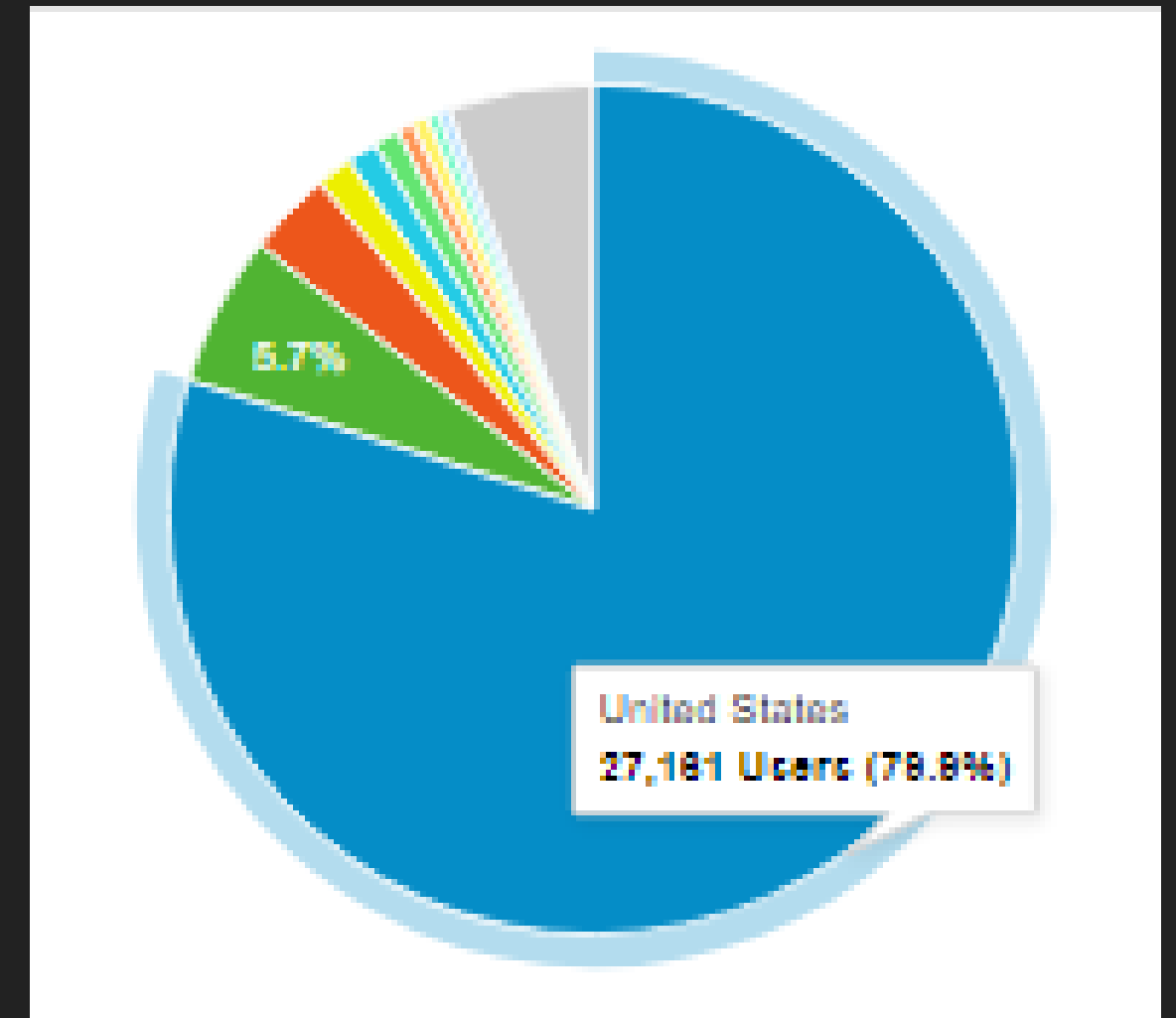
The paid traffic has brought the highest return of users to the site, generating 33,366 users in total. Followed by organic searches that brought 8,004 users.

	Acquisition			Behavior			Conversions		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓	Ecommerce Conversion Rate ↓	Transactions ↓	Revenue ↓
	49,850	49,291	61,627	67.22%	1.80	00:00:45	0.04%	22	SAR 80,064.50
1 ■ Paid Search	33,366	<div style="width: 70%;"><div style="width: 70%;"></div></div>		68.37%	<div style="width: 85%;"><div style="width: 85%;"></div></div>		0.00%		
2 ■ Organic Search	8,004	<div style="width: 15%;"><div style="width: 15%;"></div></div>		67.83%	<div style="width: 85%;"><div style="width: 85%;"></div></div>		0.00%		
3 ■ Direct	6,273	<div style="width: 10%;"><div style="width: 10%;"></div></div>		76.77%	<div style="width: 95%;"><div style="width: 95%;"></div></div>		0.00%		
4 ■ Referral	1,612	<div style="width: 2%;"><div style="width: 2%;"></div></div>		22.62%	<div style="width: 30%;"><div style="width: 30%;"></div></div>		0.74%	<div style="width: 100%;"><div style="width: 100%;"></div></div>	
5 ■ Social	575	<div style="width: 0%;"><div style="width: 0%;"></div></div>		58.35%	<div style="width: 75%;"><div style="width: 75%;"></div></div>		0.00%		
6 ■ Display	381	<div style="width: 0%;"><div style="width: 0%;"></div></div>		73.30%	<div style="width: 90%;"><div style="width: 90%;"></div></div>		0.00%		

Website Users Location

10

Most of the users came from the Saudi Arabia which is our targeted location.



Country ?	Acquisition			Behavior			Conversions eCommerce ▾		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
	49,850 <small>% of Total: 100.00% (49,850)</small>	49,313 <small>% of Total: 100.04% (49,291)</small>	61,627 <small>% of Total: 100.00% (61,627)</small>	67.22% <small>Avg for View: 67.22% (0.00%)</small>	1.80 <small>Avg for View: 1.80 (0.00%)</small>	00:00:45 <small>Avg for View: 00:00:45 (0.00%)</small>	22 <small>% of Total: 100.00% (22)</small>	SAR 80,064.50 <small>% of Total: 100.00% (SAR 80,064.50)</small>	0.04% <small>Avg for View: 0.04% (0.00%)</small>
1. Saudi Arabia	35,736 (71.43%)	34,952 (70.88%)	44,743 (72.60%)	65.59%	1.87	00:00:47	19 (86.36%)	SAR 72,356.50 (90.37%)	0.04%
2. Japan	5,046 (10.09%)	5,062 (10.27%)	5,188 (8.42%)	90.82%	1.11	00:00:07	0 (0.00%)	SAR 0.00 (0.00%)	0.00%
3. United States	3,097 (6.19%)	3,106 (6.30%)	3,268 (5.30%)	88.49%	1.42	00:00:11	1 (4.55%)	SAR 2,773.00 (3.46%)	0.03%
4. Egypt	454 (0.91%)	456 (0.92%)	547 (0.89%)	61.61%	1.94	00:00:53	0 (0.00%)	SAR 0.00 (0.00%)	0.00%
5. United Arab Emirates	405 (0.81%)	391 (0.79%)	497 (0.81%)	56.54%	2.27	00:01:08	0 (0.00%)	SAR 0.00 (0.00%)	0.00%
6. Bangladesh	362 (0.72%)	351 (0.71%)	554 (0.90%)	64.08%	1.71	00:00:32	0 (0.00%)	SAR 0.00 (0.00%)	0.00%
7. United Kingdom	355 (0.71%)	336 (0.68%)	458 (0.74%)	49.34%	2.33	00:01:00	0 (0.00%)	SAR 0.00 (0.00%)	0.00%
8. Pakistan	293 (0.59%)	287 (0.58%)	444 (0.72%)	50.23%	4.34	00:06:33	0 (0.00%)	SAR 0.00 (0.00%)	0.00%
9. (not set)	284 (0.57%)	267 (0.54%)	346 (0.56%)	68.50%	1.55	00:00:30	0 (0.00%)	SAR 0.00 (0.00%)	0.00%
10. Germany	213 (0.43%)	199 (0.40%)	263 (0.43%)	65.02%	1.72	00:00:41	0 (0.00%)	SAR 0.00 (0.00%)	0.00%


Users Location Chart

What are people saying about the brand?

12

Google Search for hotels | Makkah Province > Jiddah > Jeddah > Al Andalus > ايدن ريزيدنس شقق فندقية جدة Eden Residence Aparthotel

Overview Prices Reviews Location About Photos



Mansour Abosultan 5/5
2 months ago on Google

(Translated by Google) Clean apartments and a comfortable place to feel at home
Quiet arrangement, great location, and under the building several shops (cafe-restaurant, women's salon, men's salon, and the Danube is close to the site, as well as there is a café (specialty coffee) very close to the site.
I thank Mr. Abdullah Al-Otaibi for the good cooperation and classy dealings.
I also thank Brother Fahd at the reception.
Conclusion: Eden is my past, present and future destination, God willing, on every visit to Jeddah.

(Original)
شقق نظيفة ومكان مريح تحس كأنك في بيتك
هدوء ترتيب موقع رائع وتحت المبنى عدة محلات (مطعم مقهى، صالون نسائي، صالون رجالي والذائوب قريب من الموقع وكذلك يوجد مقهى (قهوة مختصة) قريبة جداً من الموقع.
أشكر الأستاذ عبدالله العتيبي على حسن التعاون والتعامل الراقي وأشكر أيضاً الاخ فهد في الاستقبال.
خاتمة: ايدن هي وجهتي السابقة والحالية والمستقبلية إن شاء الله في كل زيارة إلى جدة.

Google

Search for hotels

Makkah Province

> Jiddah

> Jeddah

> Al Andalus

> ايدن ريزيدنس شقق فندقية جدة Eden Residence Aparthotel

Overview

Prices

Reviews


Location

About

Photos



Coach REDA


3 months ago on  Google

5/5

...



Zaid Aziz

3 months ago on  Google


5/5

(Translated by Google) A tidy, beautiful and safe place, with a set of cafes, a restaurant and a barber in the same building ...

...

[Read more](#)

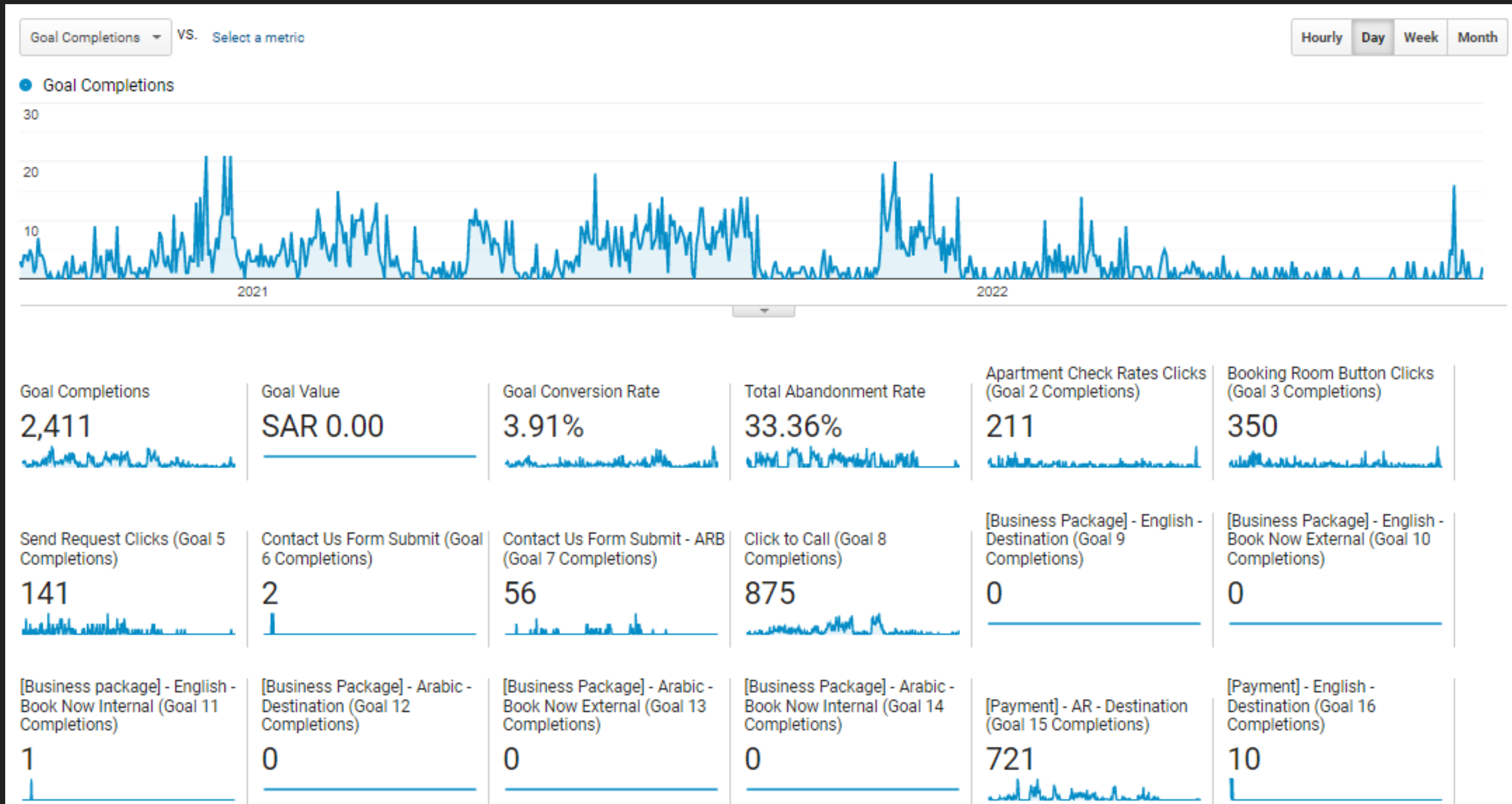
Osman Siddig

3 months ago on  Google

5/5



Conversions And Marketing Goals Achieved



We achieved 2,411
goals, in the last two
years.

16



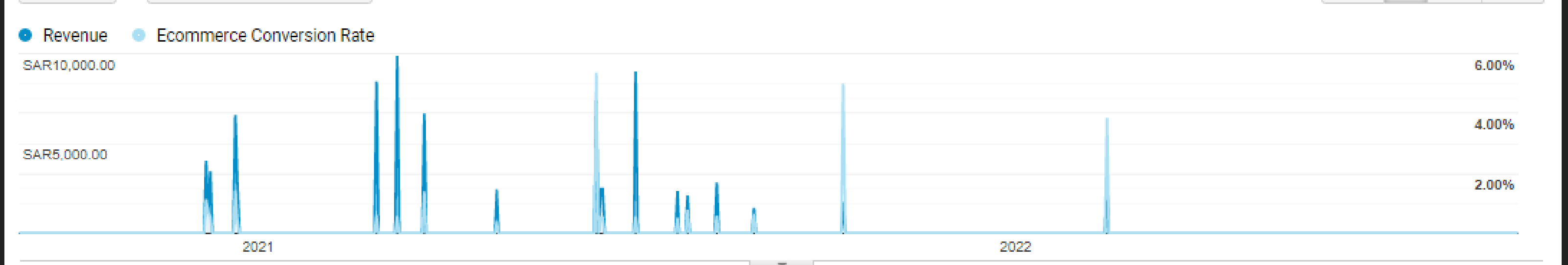
In the last two **years we**
generated SAR 80,000
as profit.

17



Overview

Revenue vs. Ecommerce Conversion Rate Hourly Day Week Month



Revenue & Conversion Rate		Transactions	
Revenue	Ecommerce Conversion Rate	Transactions	Avg. Order Value
SAR 80,064.50	0.04%	22	SAR 3,639.30

Marketing

Campaigns	Internal Promotion	Order Coupon Code	Affiliation
0 Transactions	0 Impressions	0 Transactions	0 Transactions
SAR 0.00 Revenue		SAR 0.00 Revenue	SAR 0.00 Revenue
SAR 0.00 Avg. Order Value		SAR 0.00 Avg. Order Value	SAR 0.00 Avg. Order Value

Google Search Console Statistics

19



We achieved 14.5k total clicks, 1.97 Million impressions, 0.7% average CTR and 36.6 average position.



Keyword Ranking

21

one bedroom apartments with terrace near me	12	17
1 bedroom apartments with terrace near me	12	15
eden apartments	11	344
eden residences	11	256
luxury apartments in jeddah	11	142
3 bedroom apartments with terrace near me	11	14

Most of our keywords **were ranking in the top 3** positions of Google.





Thank You!!!!

