



@BITVERO

MASJID AL AQSA, ISRAEL

CASE STUDY

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CASE STUDY

MASJID AL AQSA



MASJID AL AQSA, ISRAEL

WEBSITE, SEO, SMO, HOSTING

We have been approached by Hussain Jajbhay from London to design & develop a community portal and make awareness about the Mosque & its importance



MASJID AL AQSA, ISRAEL

WE KNEW HOW IMPORTANT AND SENSITIVE WHEN IT COMES TO DEVELOPING A COMMUNITY PORTAL, THE IMPORTANCE OF CONTENT & PICTURES WHEN PEOPLE SENTIMENTS & EMOTIONS ARE CONNECTED TO IT....

Likewise our client Mr. Hussain Jajbhay was extremely cautious at each step right from preliminary discussions to materialization of the project

Masjid Al Aqsa has a very special place in the hearts of the entire Muslim community due to its unique and rich history as a place of worship <http://www.visitmasjidalaqsa.com/>



PROJECT SUMMERY

We were discussing the plan to design, develop & SEO of Masjid Al Aqsa with Hussain Jajbhay and it was decided that client will provide all the content and we will concentrate on design & development and after that SEO & SMO,

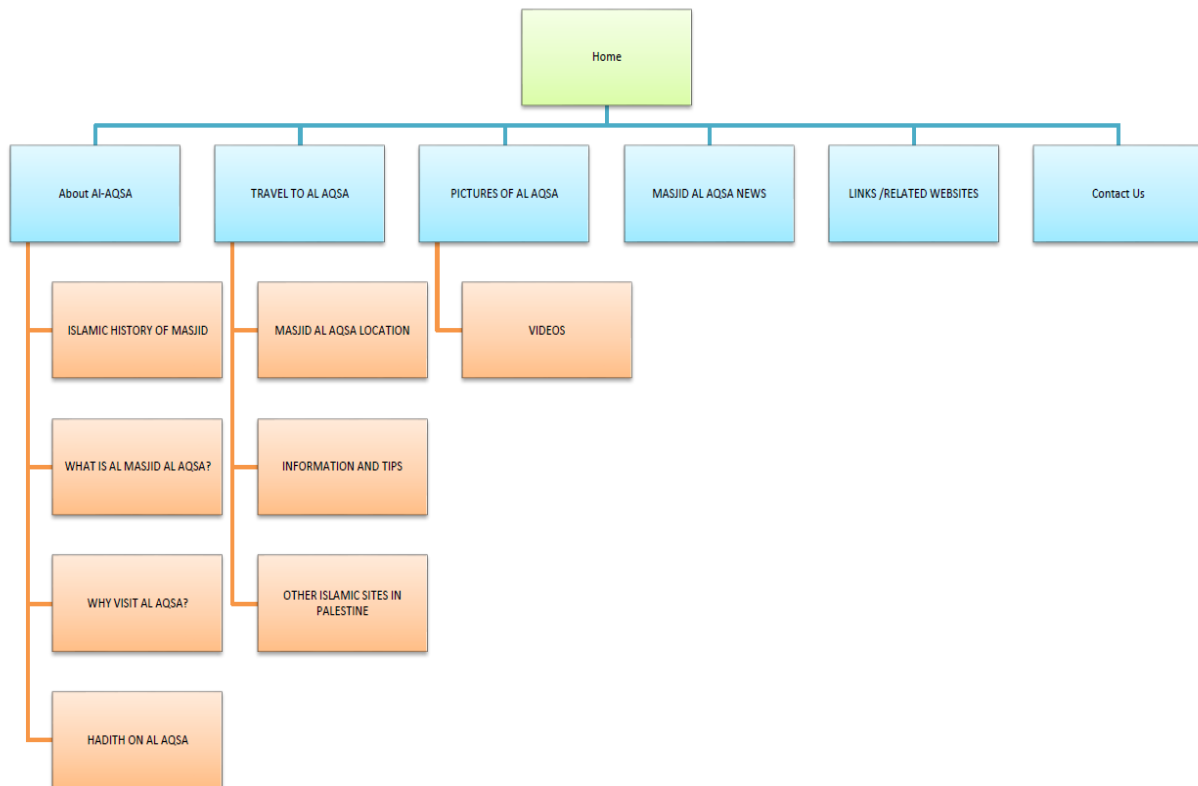
THE CHALLENGE

Project was SEO at the same time community emotions & sentiments are strongly connected to it and handling the marketing aspect was quite a challenge for us,

Customer was backed with a domain only and the journey has just begun October 2014 to develop a community portal for Masjid Al Aqsa in Israel,

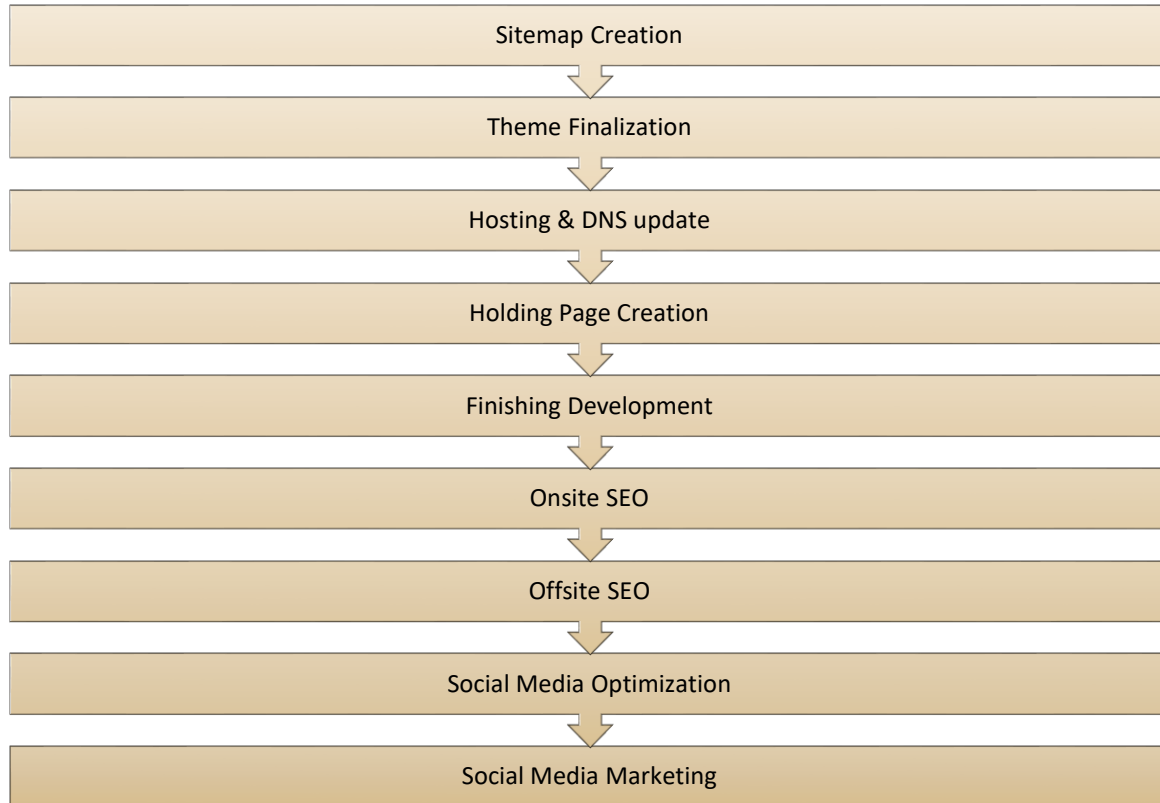
HOW WE HELPED

After setting up hosting our servers and updating DNS records a holding page was setup and primary development was started with an agreed sitemap below



WEBSITE DESIGN & DEVELOPMENT

We focused all our efforts in designing & developing the website and formulated a below plan for fast action, set up the hosting, created the holding page and start developing the website, it has been agreed client will provide us all the content along with website images,



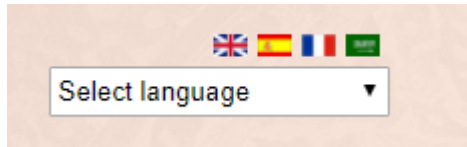
We suggested client to introduce sections to engage audience like Salaah timings,

Salaah Timings

| AL MASJID AL AQSA | | | | | |
|-------------------|----------|---------|---------|---------|---------|
| Fajr | Zuhr | Asr | Maghrib | Isha | Juma |
| 5:32 am | 12:46 pm | 3:34 pm | 6:14 pm | 7:54 pm | 1:00 pm |

Video Gallery <http://www.visitmasjidalaqsa.com/masjid-al-aqsa-videos/>

Language translation



Website was launched after onsite SEO on Oct 2014, and we started working on offsite SEO activities with the below set of keywords list

| S.No. | Proposed Keyword | Avg. Global Monthly Searches (exact match only) |
|-------|-----------------------------------|---|
| 1 | masjid al aqsa pictures | 210 |
| 2 | al masjid al aqsa | 320 |
| 3 | masjid al aqsa news | 210 |
| 4 | masjid al aqsa photos | 50 |
| 5 | al aqsa travel | 40 |
| 6 | where is masjid aqsa | 140 |
| 7 | where is masjid al aqsa located | 140 |
| 8 | where is masjid al aqsa | 110 |
| 9 | masjid al aqsa tour | 20 |
| 10 | masjid aqsa in israel | 20 |
| 11 | israel masjid al aqsa | 30 |
| 12 | visiting masjid al aqsa | 10 |
| 13 | israel masjid aqsa | 20 |
| 14 | masjid aqsa photos | 10 |
| 15 | trip to masjid al aqsa | 0 |
| 16 | masjid al aqsa in jerusalem | 20 |
| 17 | what is masjid al aqsa | 20 |
| 18 | visit masjid al aqsa | 10 |
| 19 | travel to al aqsa | 0 |
| 21 | how to travel masjid al aqsa | 0 |
| 22 | travelling to masjid al aqsa | 0 |
| 23 | masjid aqsa history | 140 |
| 24 | masjid al aqsa images | 90 |
| 25 | jerusalem masjid aqsa | 10 |
| 26 | masjid al aqsa news today | 40 |
| 27 | picture of masjid aqsa | 10 |
| 28 | islamic history of masjid al-aqsa | 10 |

KEYWORDS RANKINGS (RESULTS)

Our onsite SEO strategies were strong and we optimized website pages with appropriate keywords, implemented rich snippets (scheme & OG) along with all other on page SEO factors,

Our client also worked hard in writing fresh and targeted content,

Keeping in mind community website we curated offsite SEO strategies carefully and started amplifying assets in social media especially Facebook & Instagram, we observed active community & followers on both websites and focused our efforts in creating posts to engage audience emotionally

As of Aug 2017 all primary keywords selected by our client ranks under top 5 list in Google.co.uk and Google.com

SEO Ranking *Report (1st Aug 2017)*

Agreed Keywords

| S.no | Keywords | Ranking on Google.co.uk | Ranking on Google.com |
|------|---------------------------------|-------------------------|-----------------------|
| 1 | Al Aqsa travel | 1 | 1 |
| 2 | Where is masjid Al Aqsa located | 2 | 2 |
| 3 | Al masjid Al Aqsa | 3 | 3 |
| 4 | Masjid Aqsa history | 2 | 2 |
| 5 | Where is masjid Al Aqsa | 3 | 3 |
| 6 | Where is masjid Aqsa | 5 | 3 |
| 7 | Masjid Al aqsa pictures | 1 | 1 |
| 8 | Masjid Al Aqsa images | 1 | 1 |
| 9 | Masjid Al Aqsa news | 25 | 4 |

Total website impressions reached more than 75000 with more than 4000 clicks in Aug 2017,

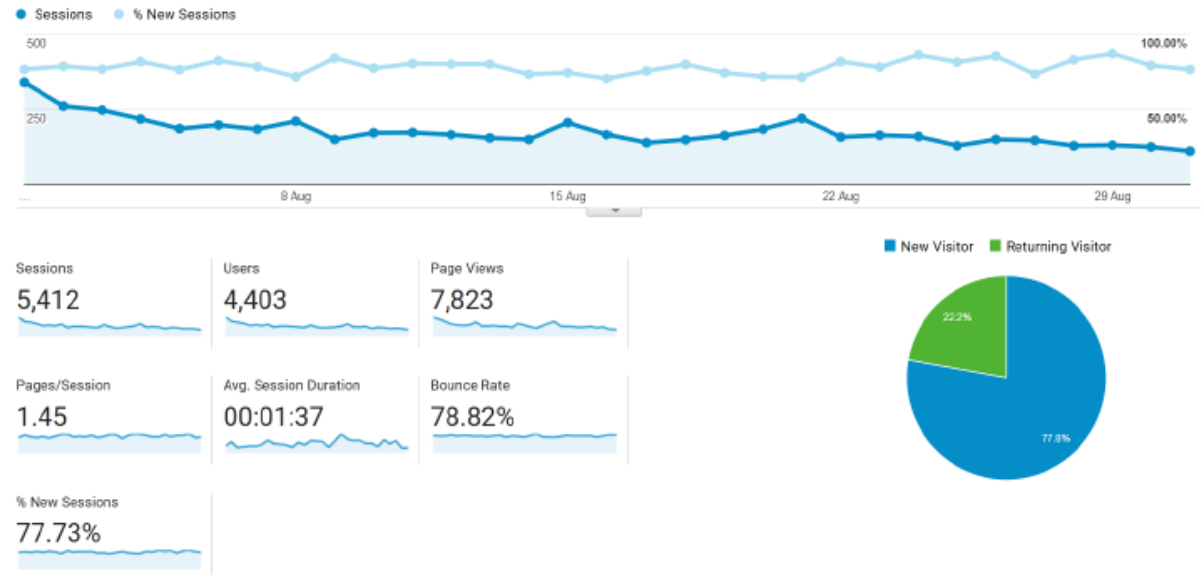
Website Performance Matrix (Aug 2017)

Total Impressions – **75,412**

Total Clicks – **4,162**

Website page views are more than 7500 per month with more than 5400 sessions, as per below chart

Traffic Overview from 1st Aug to 31st Aug 2017



14 other supporting keywords are ranking on top pages of google.co.uk and google.com

Supporting Keywords

| S.no | Keywords | Ranking on Google.co.uk | Ranking on Google.com |
|------|---------------------------------|-------------------------|-----------------------|
| 1 | Masjid Al Aqsa Travel Tips | 1 | 1 |
| 2 | Masjid Al Aqsa Related websites | 1 | 1 |
| 3 | Al Masjid Al Aqsa Events | 5 | 1 |
| 4 | Why visit Masjid Al Aqsa | 1 | 1 |
| 5 | Travelling to Al Masjid Al Aqsa | 1 | 1 |
| 6 | Visit Masjid Al Aqsa | 1 | 1 |
| 7 | Al Masjid Al Aqsa history | 1 | 2 |
| 8 | Islamic sites in Palestine | 1 | 1 |
| 9 | Masjid Al Aqsa Location | 2 | 2 |
| 10 | Al Aqsa Location | 2 | 2 |
| 11 | Masjid Aqsa history | 2 | 2 |
| 12 | Masjid Al Aqsa Videos | 1 | 1 |
| 13 | The Noble Sanctuary of Al Aqsa | 6 | 5 |
| 14 | Masjid Al Aqsa Latest News | 21 | 7 |

CLIENT FEEDBACK

Client is happy with our working, results, hard work and connected with us till date,