SEO case study

VectorGlobe SEO: Organic search visits up 20x for a climate-tech company in Dubai

SEO | Climate tech | Dubai, UAE

VectorGlobe is a climate-tech company in Dubai. It turns fleet and operations data into emissions numbers for carbon accounting. Offshore Marketers ran its SEO from January 2024. Organic search sessions grew from 110 in the last quarter of 2023 to 2,197 in the first quarter of 2025.

110 to 2,197
Organic sessions a quarter

+1,309%
Engaged organic sessions

+428%
All website sessions

Industry	Market	Service
Climate tech	Dubai, UAE	SEO

The goal

Get a young climate-tech brand found on Google.

- Build organic search traffic from a low base
- Earn authority with relevant links
- Publish content that explains carbon tracking

What we did

We ran a steady monthly plan of content and links.

1. **Content strategy**
   A monthly content plan, with new blogs written and published each month.

2. **Link building**
   Built new referring domains in planned batches of 15.

3. **Content sharing**
   Shared content on web 2.0 sites and submitted the site to social bookmarking sites.

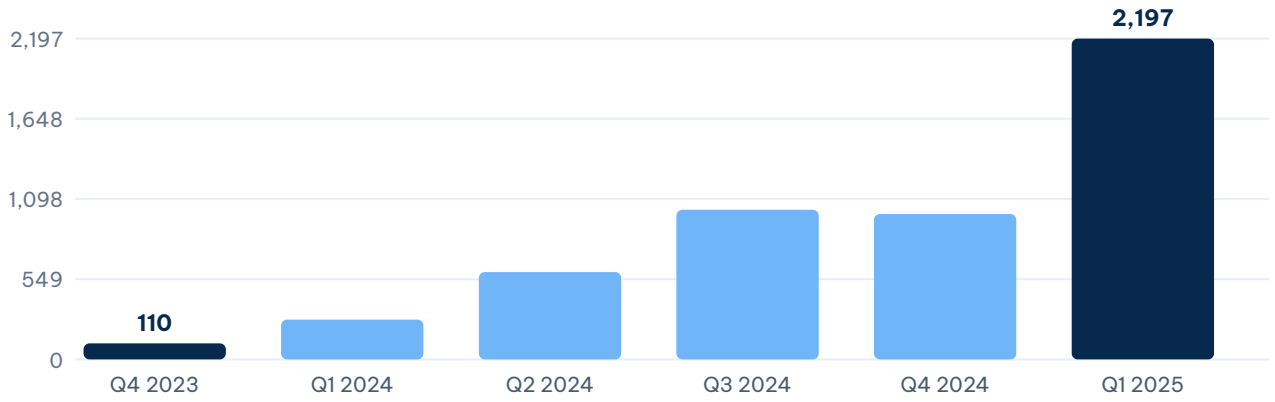
4. **Weekly checks**
   A weekly SEO check to find and act on new chances to rank.

The results

Comparing October to December 2023 with January to March 2025, organic search sessions grew from 110 to 2,197.

Quarter	Organic search sessions
Oct to Dec 2023	110
Jan to Mar 2024	272
Apr to Jun 2024	598
Jul to Sep 2024	1,025
Jan to Mar 2025	2,197

Organic search sessions per quarter



Source: Google Analytics 4, vectorglobe.com, October 2023 to March 2025.

What it adds up to

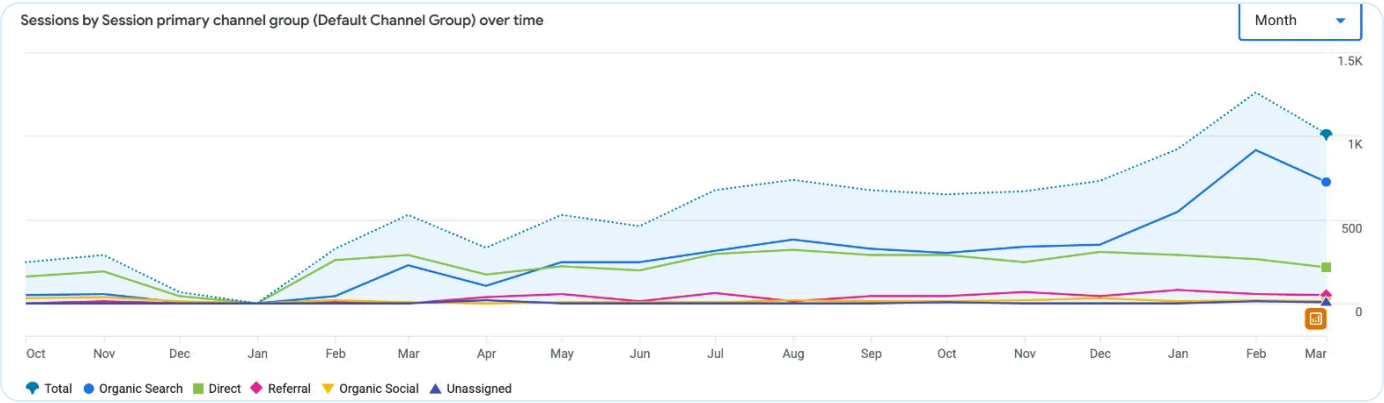
Organic search went from 18% of the site's visits to 69% of them.

The proof

Screenshots from the live accounts and tools behind this case study.

Session primary...Channel Group) + SHOW ALL ROWS		↓ Sessions	Engaged sessions
	Total	3,176 vs. 602 ↑ 427.57%	1,226 vs. 300 ↑ 308.67%
1	Organic Search		
	Jan 1 - Mar 31, 2025	2,197 (69.18%)	916 (74.71%)
	Oct 1 - Dec 31, 2023	110 (18.27%)	65 (21.67%)
	% change	1,897.27%	1,309.23%

Google Analytics 4: January to March 2025 against October to December 2023. Organic search sessions from 110 to 2,197.



Google Analytics 4: sessions by channel per month, October 2023 to March 2025. Organic search is the blue line.

Want results like this?

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Book a Free Call

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About this report

Sessions come from Google Analytics 4 for vectorglobe.com, October 2023 to March 2025. Work completed comes from our project records.