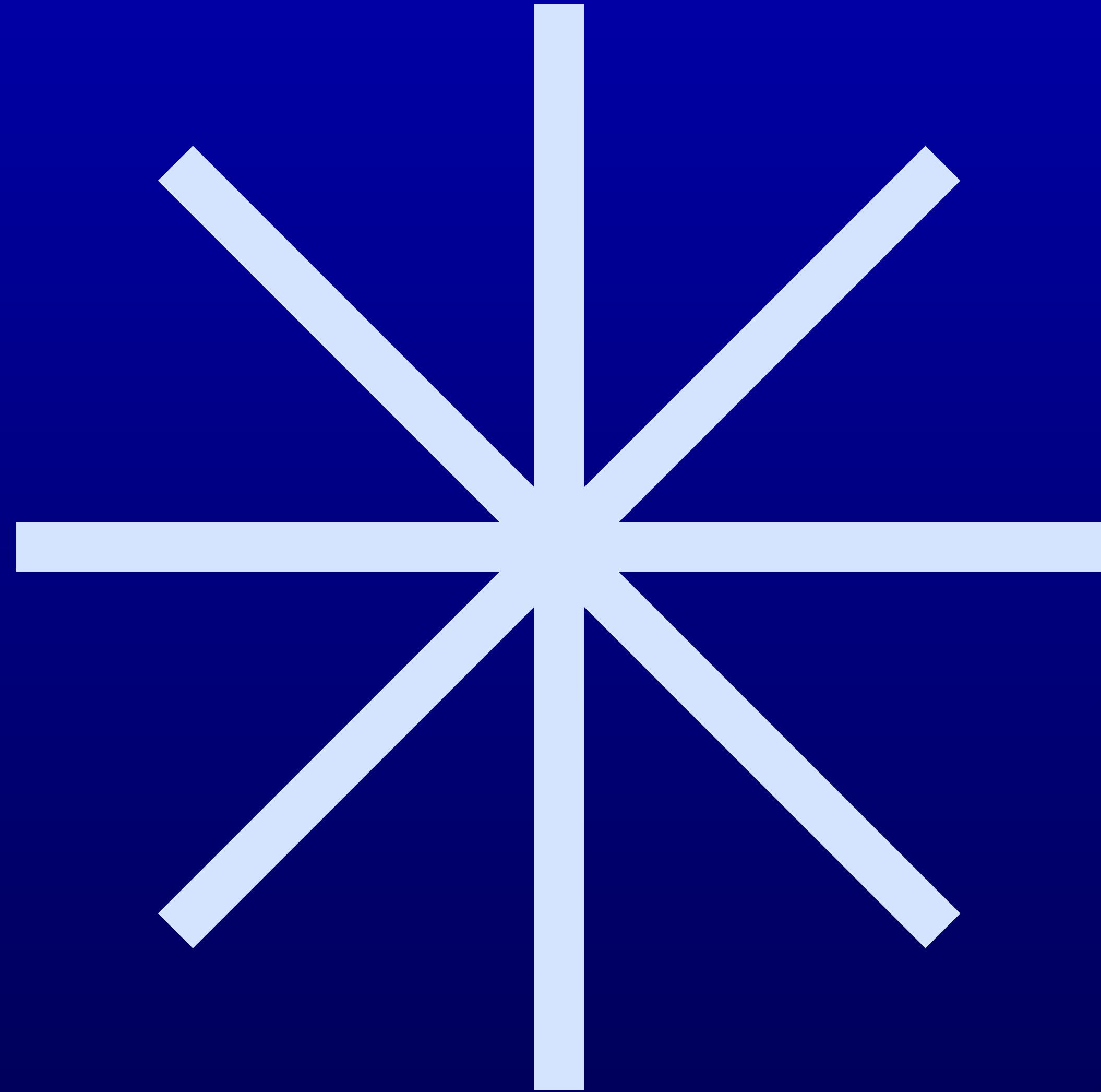


# AL Master SEO Portfolio

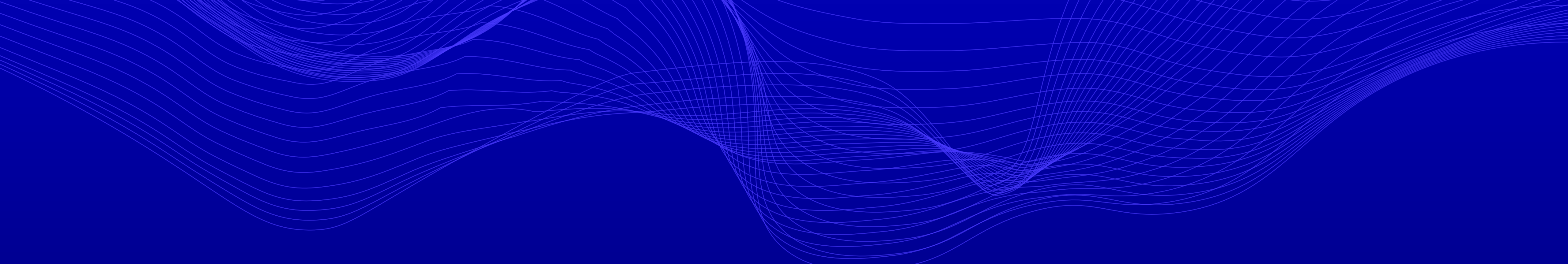
Al Master Drives Your Business to the Top of Search Results



# An Overview of AL Master

AL Master is a leading information technology company in the MENA, dedicated to driving digital transformation and the success of innovative projects and ideas. The company provides a range of effective marketing solutions and services — including Search Engine Optimization (SEO) — to support business growth and align with Vision 2030.





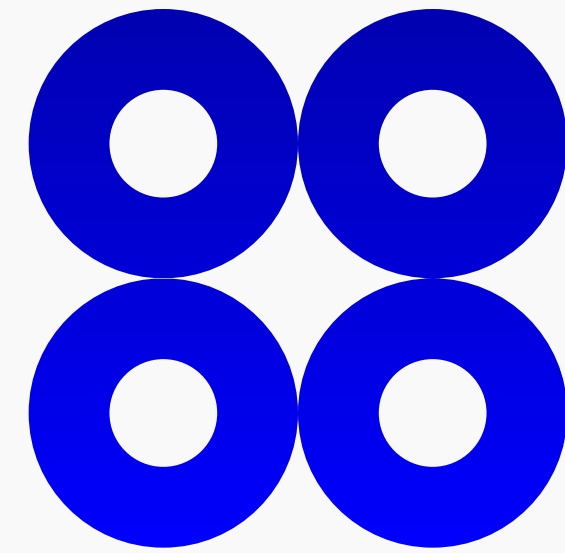
# WHY SEO?





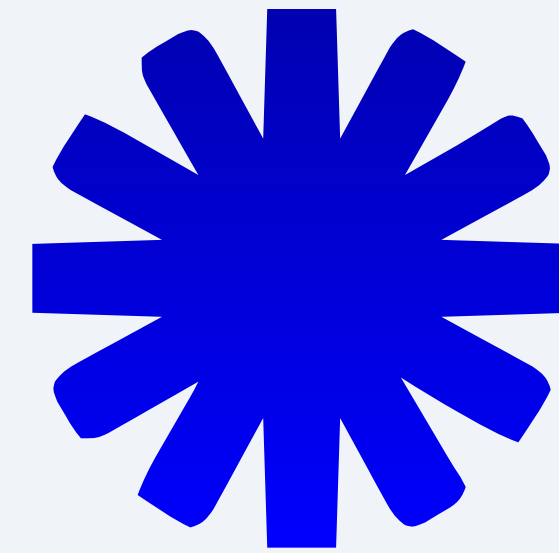
### Higher Conversion and Sales Rates

Visitors from search engines are more likely to convert into customers, which contributes to ROIs growth.



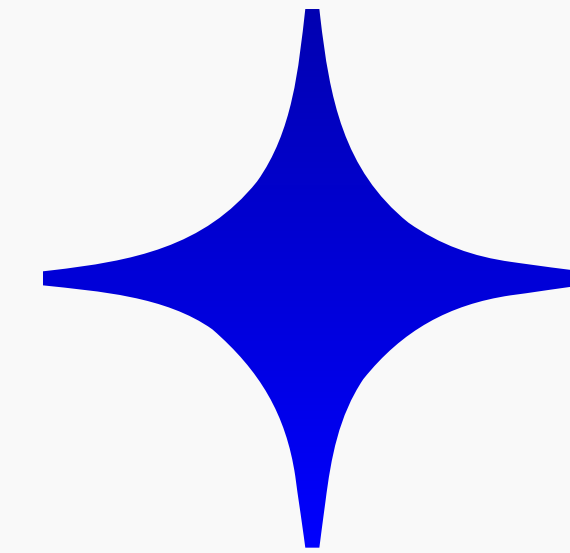
### Enhanced User Experience

Optimizing websites based on SEO standards improves loading speed and navigation, leading to greater customer satisfaction.



### Attracting Targeted Traffic

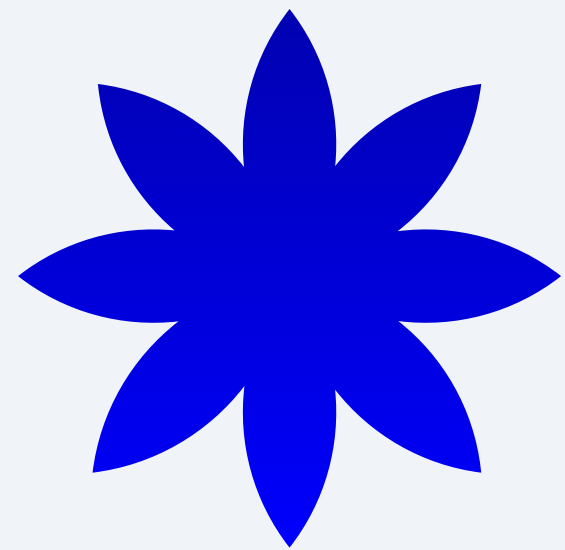
SEO draws users who are actively searching for related products or services, resulting in higher-quality website visits.



### Increased Visibility and Brand Awareness

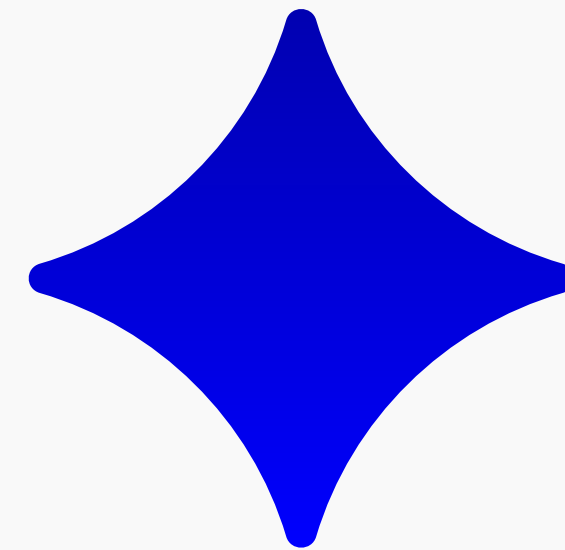
Higher rankings in search engine results increase the likelihood of your brand being seen by a target audience.





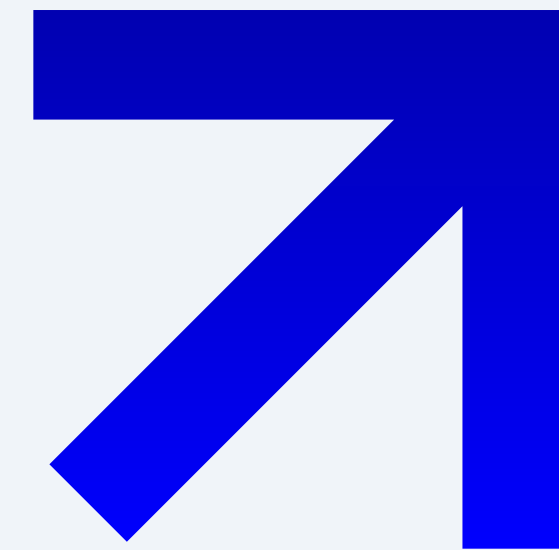
### **Cost-Effective Compared to Ads**

SEO offers a lower long-term cost compared to paid advertising campaigns while delivering a higher return on investment.



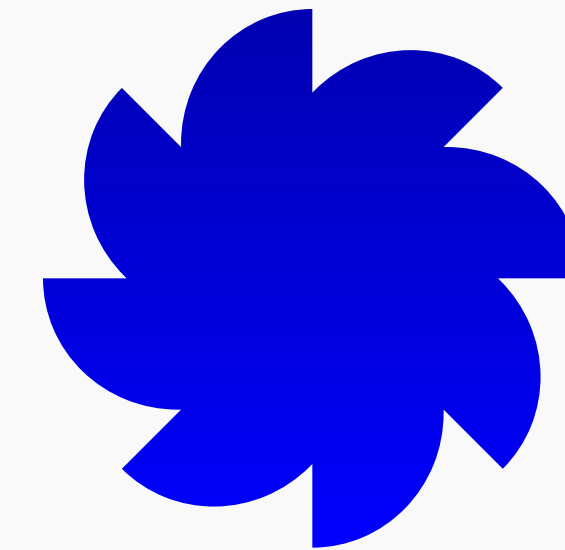
### **Improved Credibility and Trust**

Websites that appear at the top of search results are perceived as more trustworthy, enhancing business reputation.



### **Local and International Market Competitiveness**

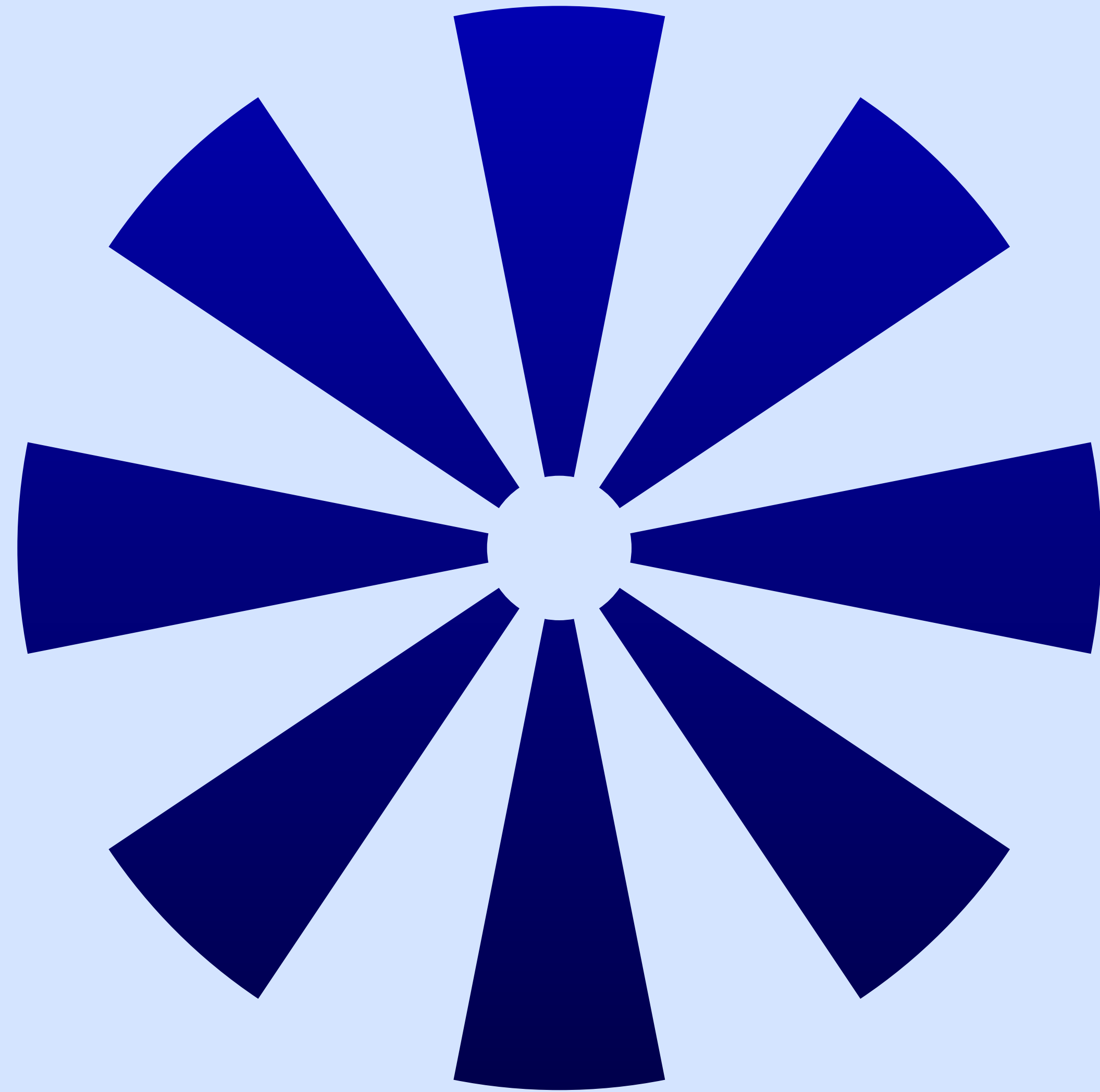
SEO strengthens your digital presence both locally and globally, enabling effective competition in diverse markets.



### **Sustainable Long-Term Results**

SEO is a long-term investment that continues to generate results without the ongoing costs associated with paid advertising.

# AL Master Achievements





**TCMG Law Firm**



# SEO Services Delivered to TCMG

- 1-Built new web pages, carefully optimized for top-performing Arabic and English target keywords.





# TCMG Law Firm

- ✦ Developed an advanced system for requesting all types of legal consultations.

## Book Your Legal Advice Now!

Individual

Corporate

Most Popular

Phone Consultation

~~999~~  
499EGP

Limited time

- ✓ General legal inquiries and quick solutions.
- ✓ Immediate Legal Consultation
- ✓ Direct access to a specialized legal advisor
- ✓ 15 minutes

Schedule →

Online Meeting

~~1999~~  
999EGP

Google meet meeting

- ✓ In-depth discussions and case analysis.
- ✓ Legal research & solutions
- ✓ Interactive discussions for all legal inquiries
- ✓ 30 minutes

Schedule →

Office Consultation

~~2999~~  
1999EGP

Limited time

- ✓ Face-to-face legal advice with a consultant.
- ✓ Professional Advice & Legal Guidance
- ✓ Opportunity to build strategic connections
- ✓ 60 minutes

Schedule →

# TCMG Law Firm

- ✦ Enabled clients to schedule consultations by selecting the date, time, and specific legal service required.

## Additional Information



Please enter your information correctly and we will contact you within an hour of booking during official working hours from 9 AM to 11 PM

Full Name

AL Master

Phone Number

01553838255

Client Category (Select Type)

Individuals

### Consultation Summary

|                |                 |
|----------------|-----------------|
| Online Meeting | 999 EGP         |
| Sessions: 1    |                 |
| Subtotal       | 999 EGP         |
| VAT (10%)      | 100 EGP         |
| <b>Total</b>   | <b>1099 EGP</b> |



# TCMG Law Firm

- ✦ Integrated a secure online payment system for consultation fees.

The screenshot displays a mobile payment interface for TCMG Law Firm. On the left, the firm's logo and name are shown above the total amount due, 1,098.90 EGP. On the right, there are two main sections: 'Apple Pay' and 'Or choose a payment method'. The 'Or choose a payment method' section includes options for 'Card' (with Visa, Mastercard, and Apple Card logos) and 'Wallet' (All Mobile Wallets). Below these, the 'Card information' section contains fields for the card number (1234 1234 1234 1234), expiration date (MM/YY), and CVC. The 'Cardholder name' section has a field for the name on the card. At the bottom, a large button labeled 'Pay 1,098.90 EGP' is visible, followed by a security notice 'Secured by Kashier'.



TCMG Law Firm

Total due  
**1,098.90 EGP**

 Apple Pay

Or choose a payment method

 Card



 Wallet

All Mobile Wallets.

Card information

 1234 1234 1234 1234

MM/YY

CVC



Cardholder name

Type the name on your card

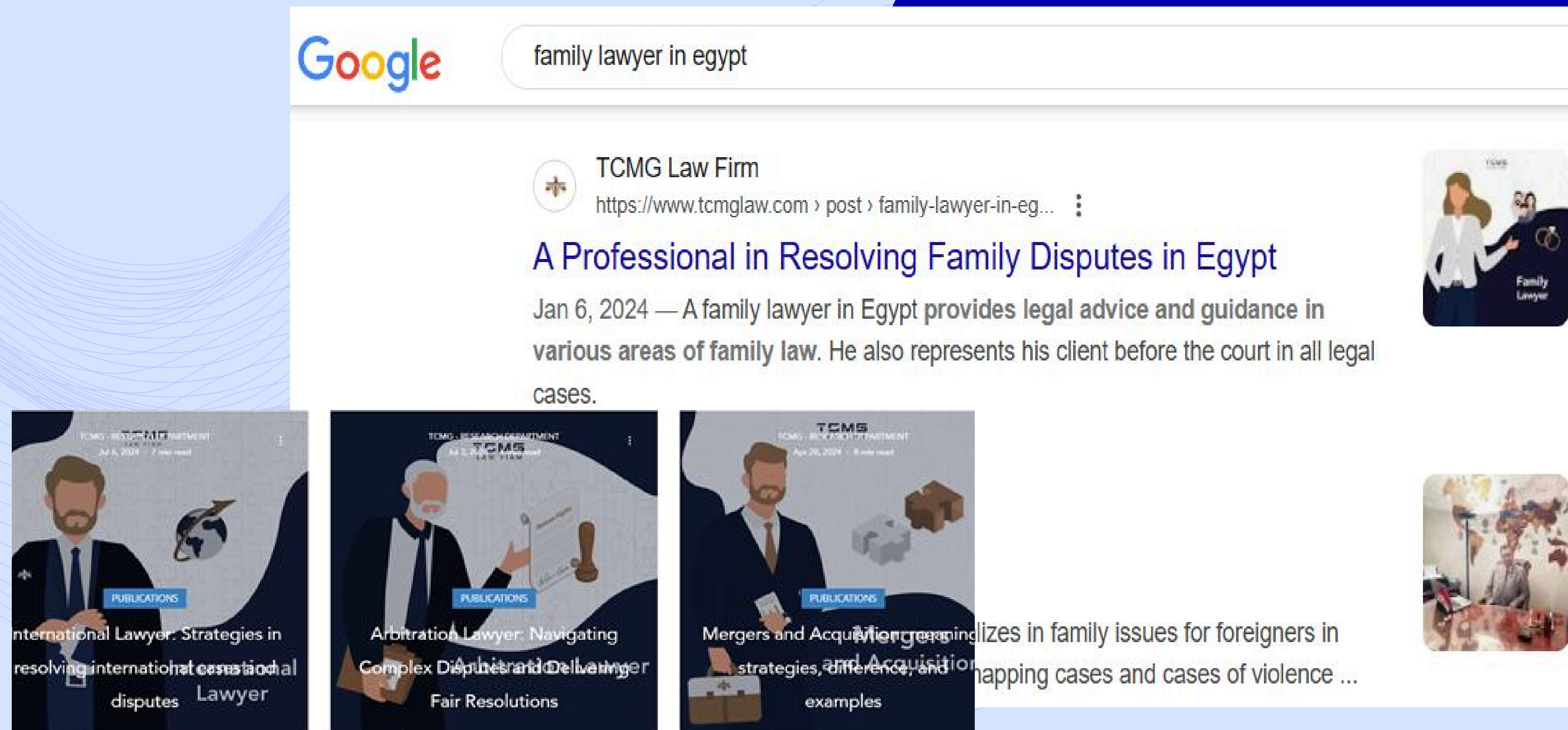
Pay 1,098.90 EGP

Secured by 



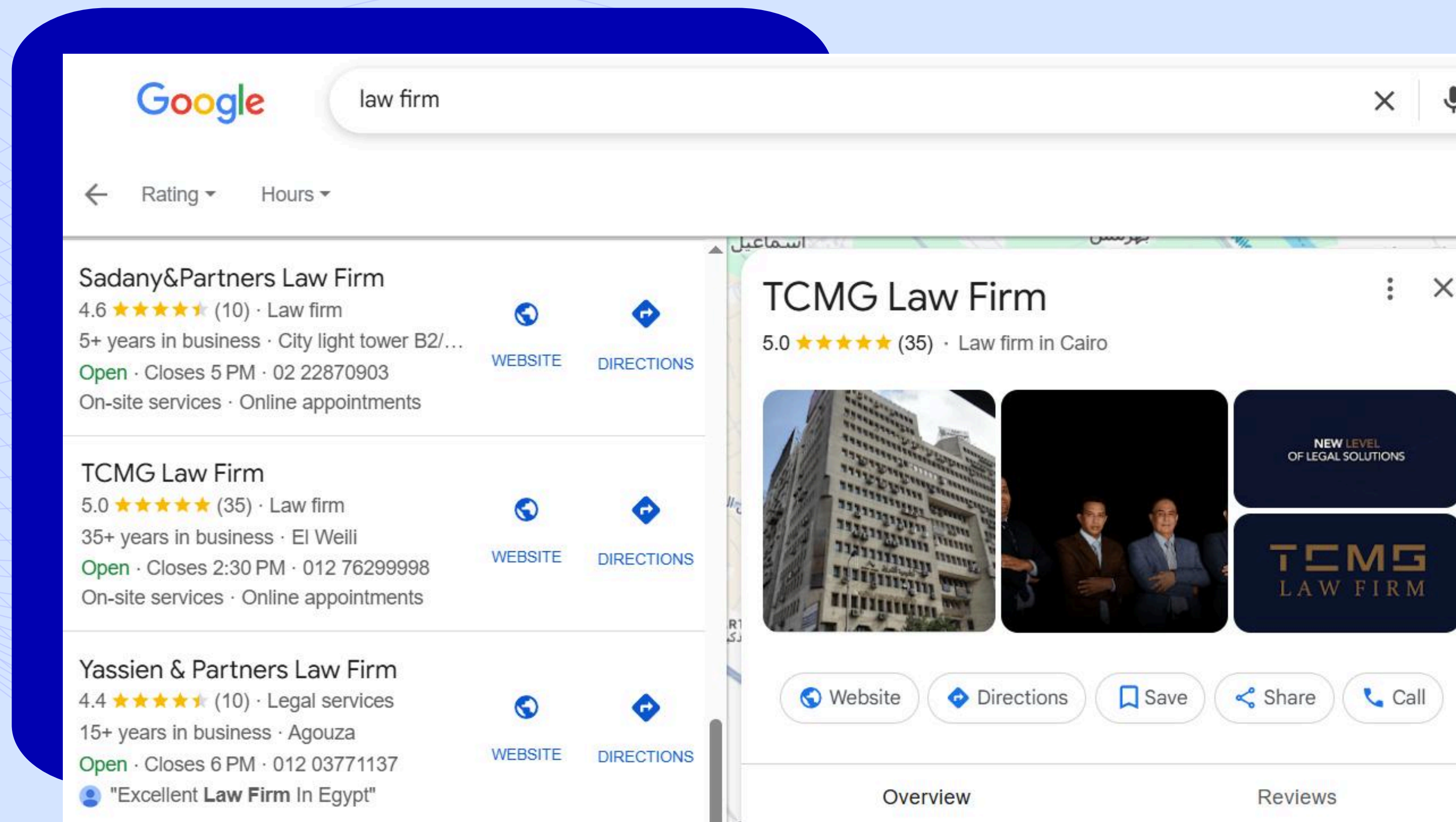
# SEO Services Delivered to TCMG

- ✦ 3-Managed and published over **40 high-quality articles** in both Arabic and English — most of them **rank #1 on Google**.



# SEO Services Delivered to TCMG

- ★ 3-Enhanced the company's Google My Business Profile (GMB), securing **top ranks on Google Maps** search results.





# Proven Success: SEO-Driven Growth for TCMG

- ✦ 1- From **0 daily clicks in 2022** to over **400 clicks per day** in 2024.
- 2- **40%** increase in click-through rate (CTR) compared to the previous year.
- 3- High CTR achieved through dominating **#1 positions** on Google.



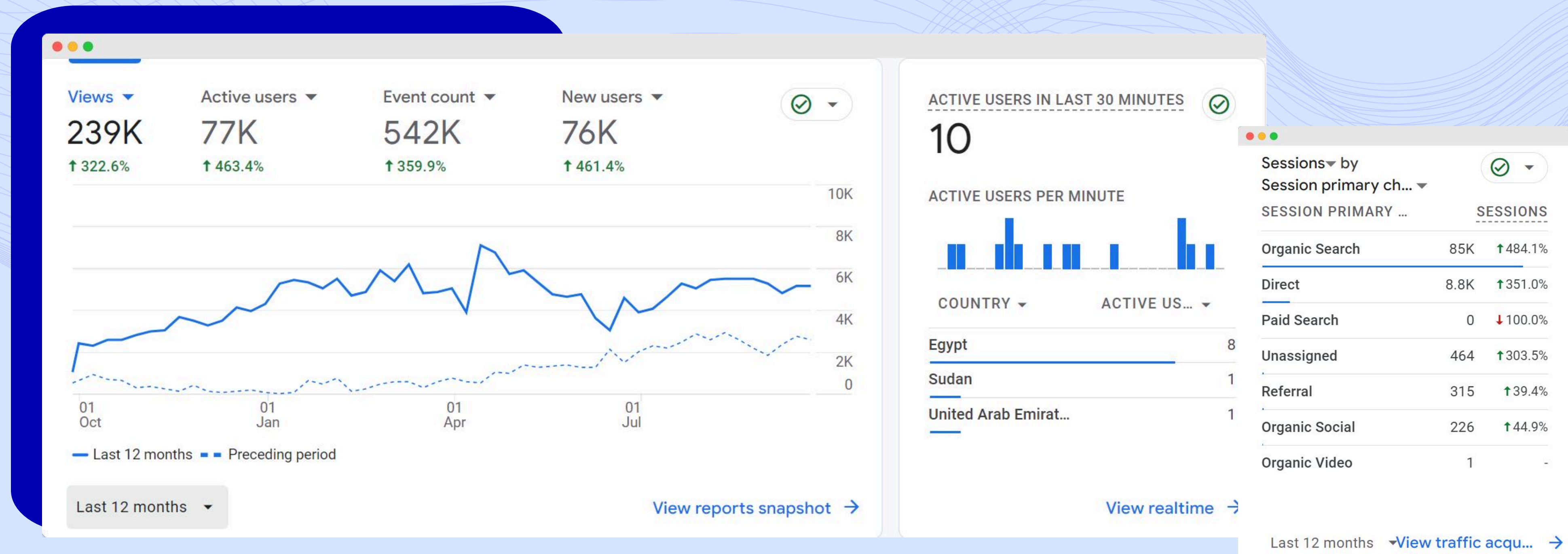


# Proven Success: SEO-Driven Growth for TCMG

## ✦ 4- Growth Exceeding 300% Across Key Metrics:

- Page views
- Active users
- Event tracking and successful referrals
- New users

5- Organic search results saw a **450% increase**, while paid ads dropped to **0%** — thanks to our effective SEO strategy.





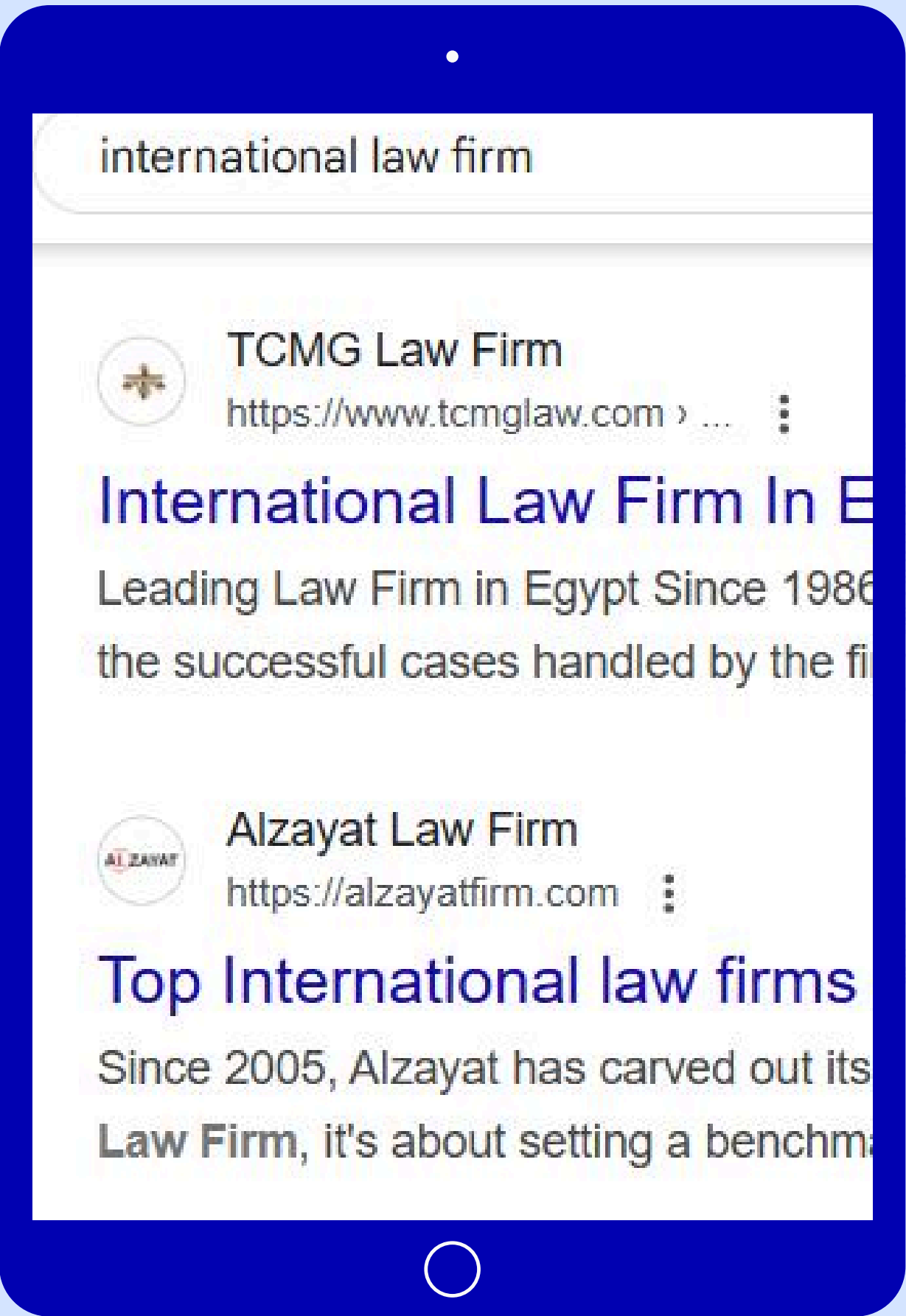
# Proven Success: SEO-Driven Growth for TCMG

✦ 3-Sales growth of 600%

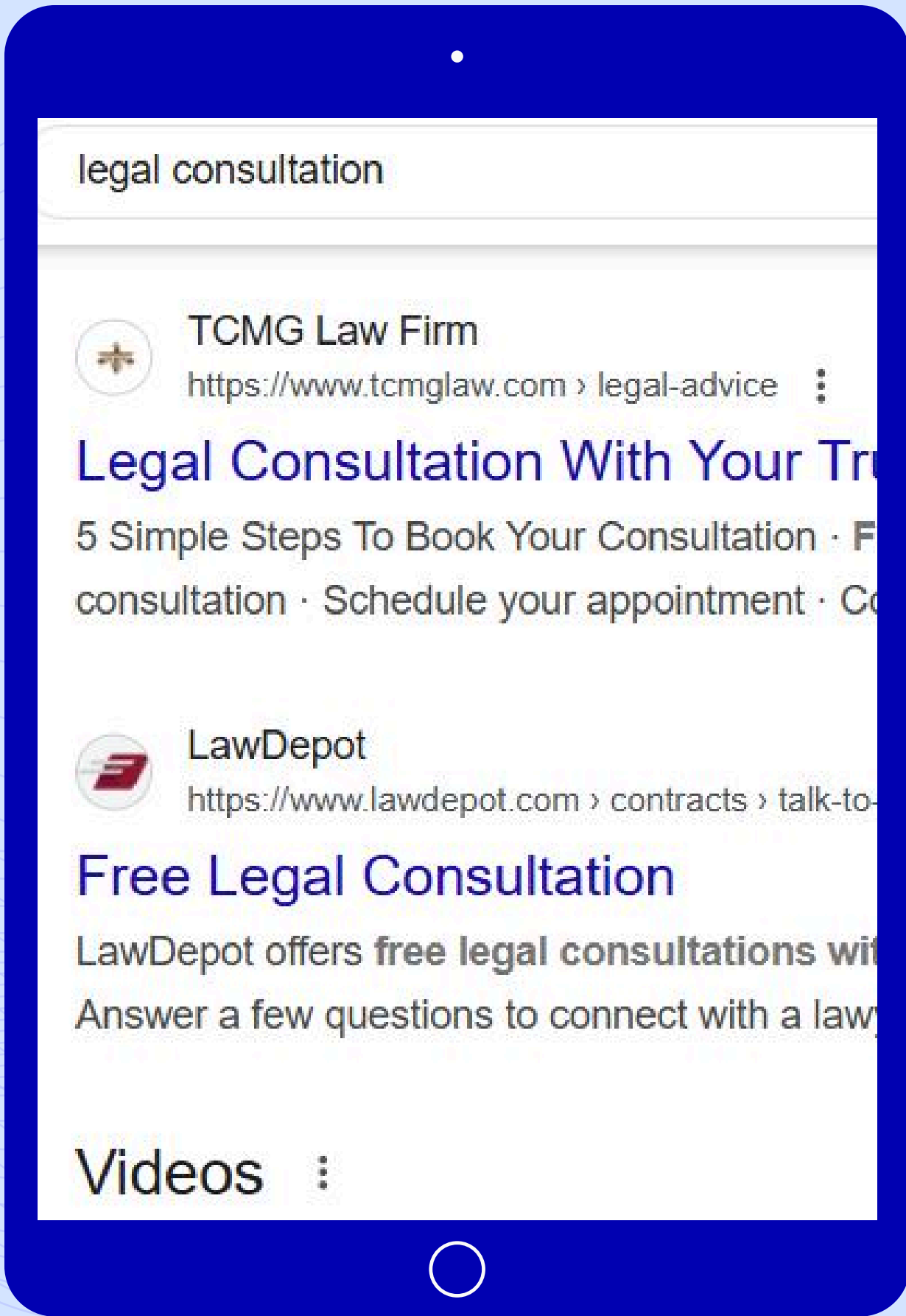


# Ranked #1 on Google for the Most Competitive Legal Keywords:

International Law Firm 1#Jl



Legal Consulting 1#Jl





# Self-Development



# SEO Services to Fuel Growth

- ★ 1-Developed a customized task management system to streamline article publishing, site updates, and SEO actions.





# SEO Services to Fuel Growth

- ★ 2-Created an in-depth keyword report mapping target keywords to site pages and blog content.

| Keyword                         | Intent        | Last 6 months | Keyword Difficulty | CPC/USD | Trend | Type                                    |
|---------------------------------|---------------|---------------|--------------------|---------|-------|-----------------------------------------|
| self improvement                | informational | 34500         | 46                 | 2.29    | -18   | REDDIT, GUIDES, LISTICLES               |
| personal growth                 |               | 30900         | 30                 | 1.63    | 7     | LISTICLES, CORPORATE_BLOG_POSTS         |
| self development plan           |               | 16100         | 34                 | 1.55    | -38   | GUIDES, CORPORATE_BLOG_POSTS            |
| self growth                     | informational | 8900          | 26                 | 2.76    | -13   | CORPORATE_BLOG_POSTS, LISTICLES         |
| self development goals          |               | 10100         | 32                 | 1.74    | -23   | CORPORATE_BLOG_POSTS, GUIDES, LISTICLES |
| personal growth goals           |               | 10100         | 37                 | 1.74    | -23   | CORPORATE_BLOG_POSTS, GUIDES, REDDIT    |
| self development skills         |               | 3300          | 23                 | 0.64    | -29   | QUORA                                   |
| improve yourself                |               | 3000          | 25                 | 1.4     | -19   | GUIDES, REDDIT, QUORA, MEDIA_BLOG_POSTS |
| personal growth and development |               | 2800          | 33                 | 1.76    | -29   | CORPORATE_BLOG_POSTS, LISTICLES         |
| personal development program    |               | 1200          | 49                 | 1.12    | 50    | LISTICLES                               |
| improve self confidence         |               | 900           | 46                 | 2.64    | -32   | REDDIT, GUIDES                          |
| self improvement goals          |               | 1000          | 33                 | 2.91    | 0     | GUIDES, REDDIT, CORPORATE_BLOG_POSTS, L |
| self improvement websites       |               | 690           | 29                 | 3.37    | -7    | HOMEPPAGES, LISTICLES, QUORA, REDDIT    |
| self improvement plan           |               | 690           | 38                 | 1.61    | -2    | CORPORATE_BLOG_POSTS, LISTICLES, GU     |
| self development activities     |               | 570           | 31                 | 1.24    | -18   | CORPORATE_BLOG_POSTS, COURSES, LISTICLE |



# SEO Services to Fuel Growth

- ✦ 3-Fully implemented on-page SEO through WordPress optimization.

## Basic SEO ✓ All Good

- ✓ Hurray! You're using Focus Keyword in the SEO Title.
- ✓ Focus Keyword used inside SEO Meta Description.
- ✓ Focus Keyword appears in the first 10% of the content.
- ✓ Focus Keyword found in the content.
- ✓ Content is 1284 words long. Good job!

## Additional

- ✓ Focus Keyword found in the subheading(s).
- ✓ Focus Keyword found in image alt attribute(s).
- ✓ Keyword Density is 2.49, the Focus Keyword and combination appears 32 times.
- ✓ You are linking to other resources on your website which is great.
- ✓ You haven't used this Focus Keyword before.



# SEO Services to Fuel Growth

- ✦ 3-Designed custom, visually appealing images for each article to enhance engagement and user experience.



# Be Seen, Be Found — Master SEO



# Be Seen, Be Found — Master SEO

- ✦ 1-Growth of impressions and clicks across the Arab world.





# Be Seen, Be Found — Master SEO

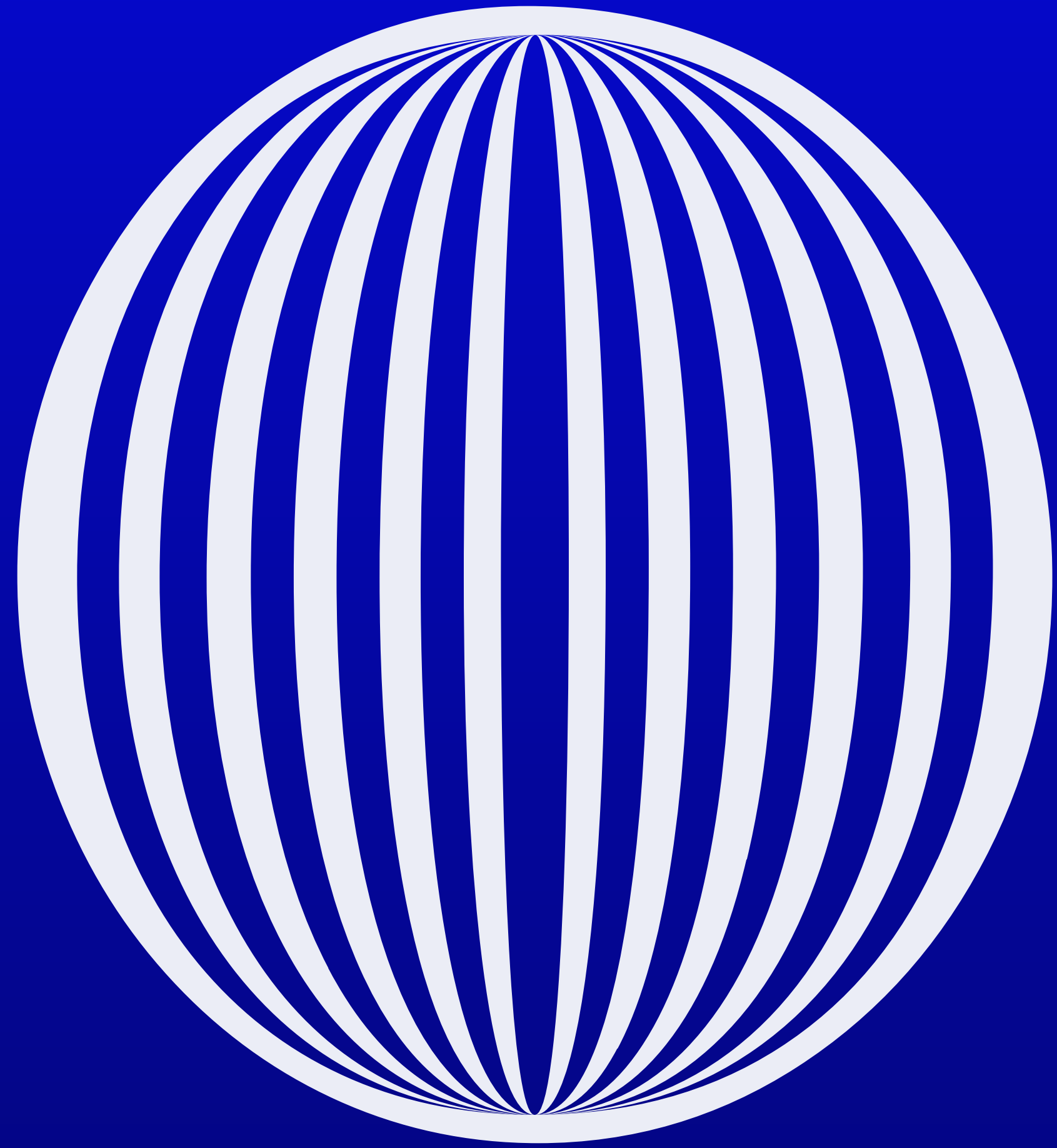
- ✦ 2-Widespread visibility across all Arab countries and the broader Middle East.



# Be Seen, Be Found — Master SEO

✦ 3-Keywords are introduced to articles and pages.

| <input type="checkbox"/> Keyword                 | Rank | Change | Avg. | Best | Search | EV |
|--------------------------------------------------|------|--------|------|------|--------|----|
| <input type="checkbox"/> كاريزما الشخصية الجذابة | 1    | •      | 1.0  | 1    | 110    | 29 |
| <input type="checkbox"/> خطوات التخطيط           | 3    | •      | 11.6 | 2    | 90     | 6  |
| <input type="checkbox"/> انواع التخطيط           | 3    | ▲1     | 3.4  | 3    | 380    | 27 |
| <input type="checkbox"/> اهمية مهارات التواصل    | 4    | ▲2     | 5.6  | 4    | 30     | 2  |
| <input type="checkbox"/> فوائد التخطيط           | 4    | ▲2     | 4.6  | 4    | 50     | 2  |
| <input type="checkbox"/> خواطر عن الصمت          | 4    | ▼1     | 3.2  | 3    | 270    | 16 |
| <input type="checkbox"/> تعريف التخطيط           | 6    | ▲3     | 8.3  | 6    | 330    | 8  |



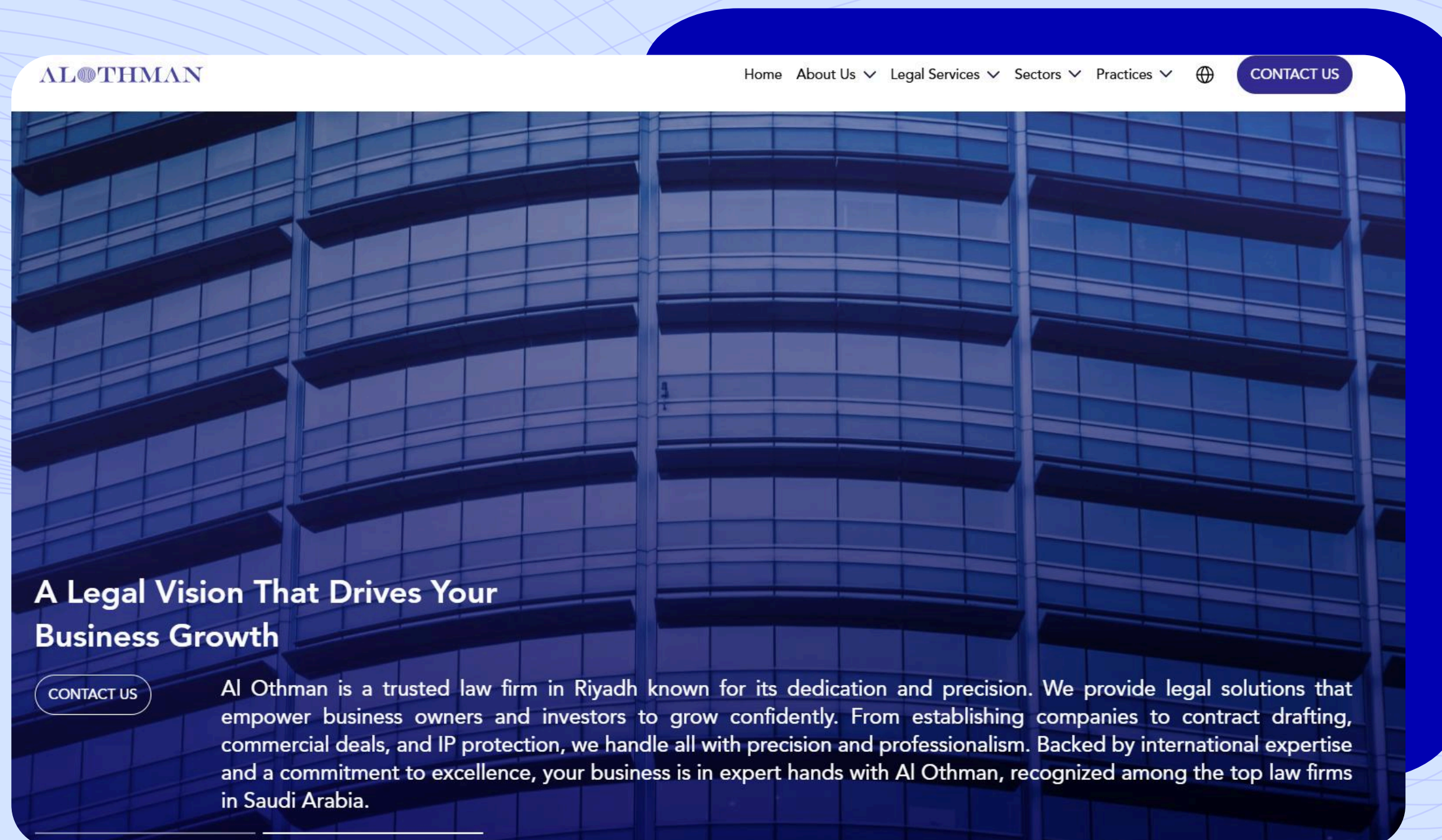
**Al Othman Law firm**



# Al Othman Law Firm

- ★ **Website Infrastructure Development:**  
Redesigned the website and improved the user experience to align with international law firm standards.

After



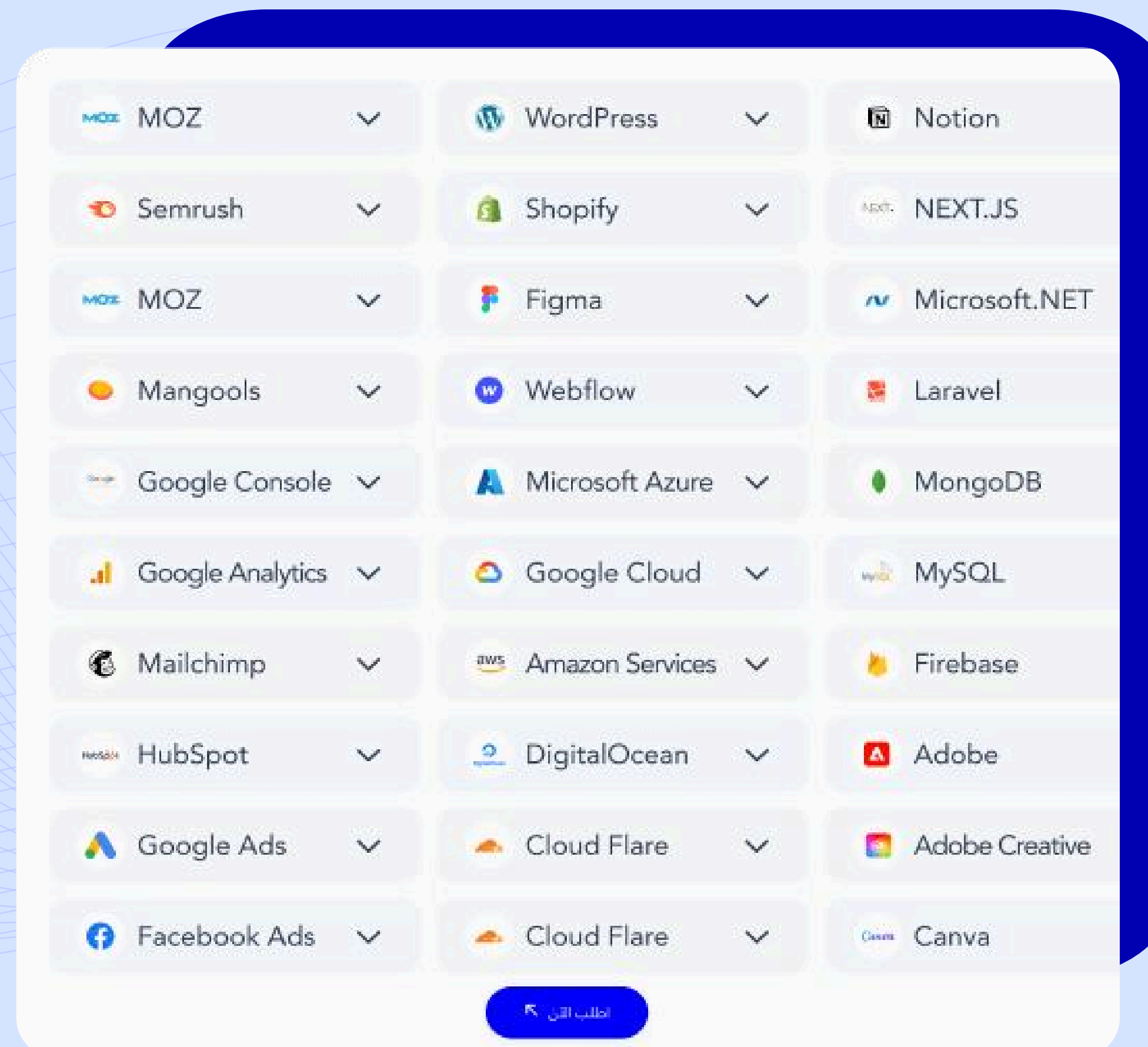
Before





# Al Othman Law Firm

- Upgraded the technical infrastructure by moving from a pre-built theme to a custom & clean coded website.





# Al Othman Law Firm

- Revamped practice area and legal sector pages with enhanced design and marketing-oriented copywriting.

## → Al Othman's Role In The Entertainment Cases



Al Othman is a legal partner who protects the clients' business from reputation-damaging violations that result in financial losses. As an entertainment law firm, we deliver accurate and innovative legal solutions that protect companies and individuals' rights and ensure their sustainable growth for their business. Our legal services include events and live performances, electronic games, cinema, entertainment tourism, and entertainment cities and centers.

- ✓ The firm possesses extensive experience in ensuring compliance with the diverse regulatory frameworks governing the entertainment sector, effectively reducing clients' legal risks.
- ✓ Al Othman's legal team demonstrates advanced skills in drafting and reviewing contracts with clarity and professionalism, focusing on preventing future disputes.
- ✓ The firm provides effective legal solutions for resolving disputes that may arise in this sector, whether between companies or between individuals and regulatory bodies.
- ✓ Among its legal services, Al Othman offers specialized support in protecting trademarks and intellectual property rights related to entertainment events and content.
- ✓ The firm applies precise legal knowledge to ensure the protection of personal data during entertainment-related activities and events.



# Al Othman Law Firm

- Launched dedicated pages for key commercial legal services in Saudi Arabia, including:



Contracts & Agreements



Legal Consultations



Mergers & Acquisitions



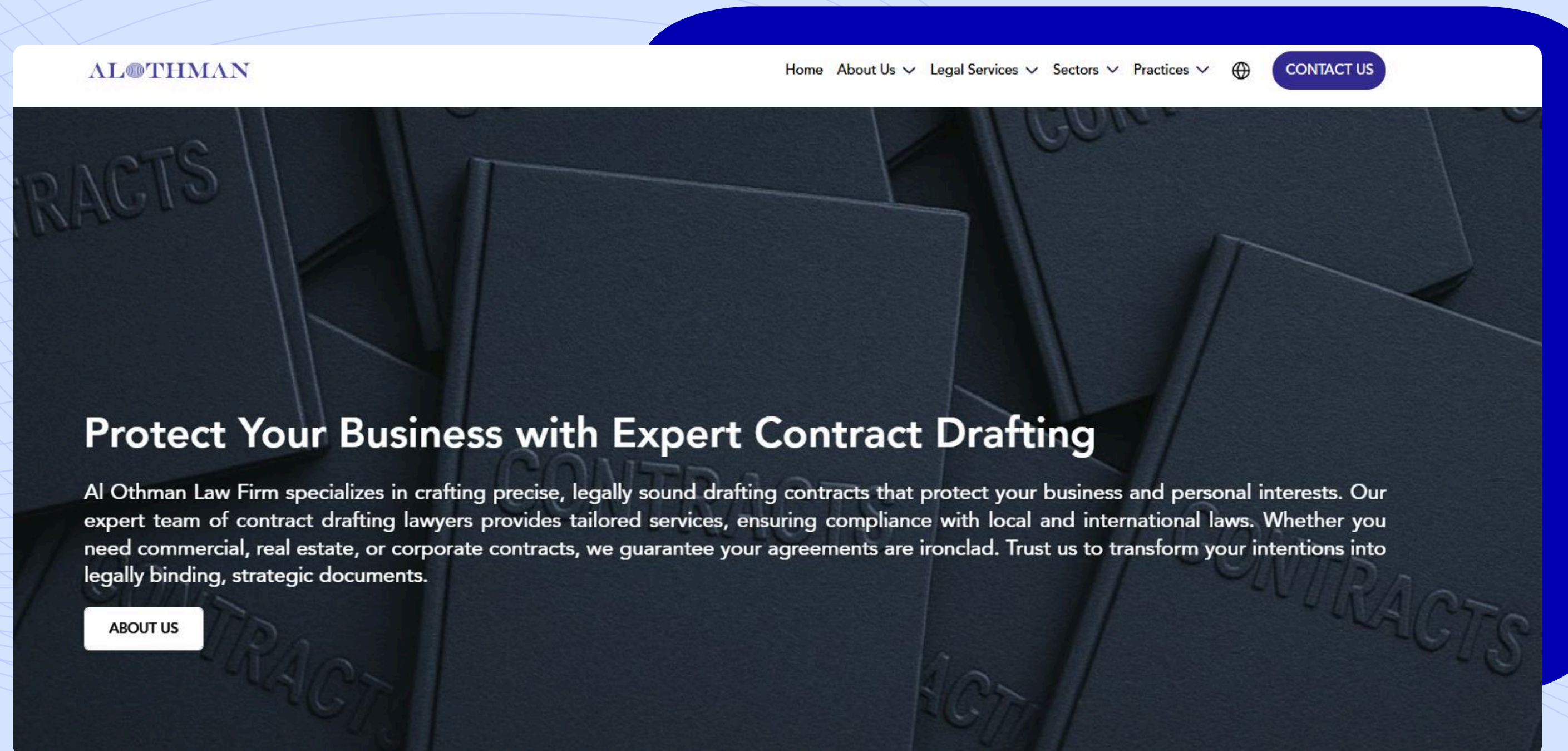
Inheritance and Estates



Debt Recovery



Company Formation





# Al Othman Law Firm

- Built dedicated profile pages for each consultant showcasing their achievements and role.

HOME / TEAM / TEAM DETAILS

→ **Mohamed Al Othman** | NATIONALITY: KINGDOM OF SAUDI ARABIA



### Managing Partner

Mr. Mohammed Al-Othman has over 14 years of legal and administrative experience as the founding partner of Al-Othman Lawyers and Consultants since 2016.

He is a licensed lawyer, commercial arbitrator, and certified notary, in addition to holding numerous certificates and awards from Legal 500, Global Lawyers, and the World Bank Group. He is also one of the Saudi lawyers nominated for the Best Lawyer in Saudi Arabia 2024 award.

Vision 2030 contributed to changing the concept of corporate law Companies today are clearly defined and procedures are easy Through digital government.



# Al Othman Law Firm

- Developed customized contact forms tailored to corporate and institutional clients.

→ Contact Us

Start your business journey with full legal confidence — contact Al Othman Law Firm's company formation lawyer now through the link below.

ALOTHMAN



|                             |              |
|-----------------------------|--------------|
| First Name                  | LastName     |
| Email                       | Phone Number |
| Number of Partners          | Company Type |
| Capital                     | Address      |
| Tell us about your business |              |

Send →

# Measurable Success in Numbers

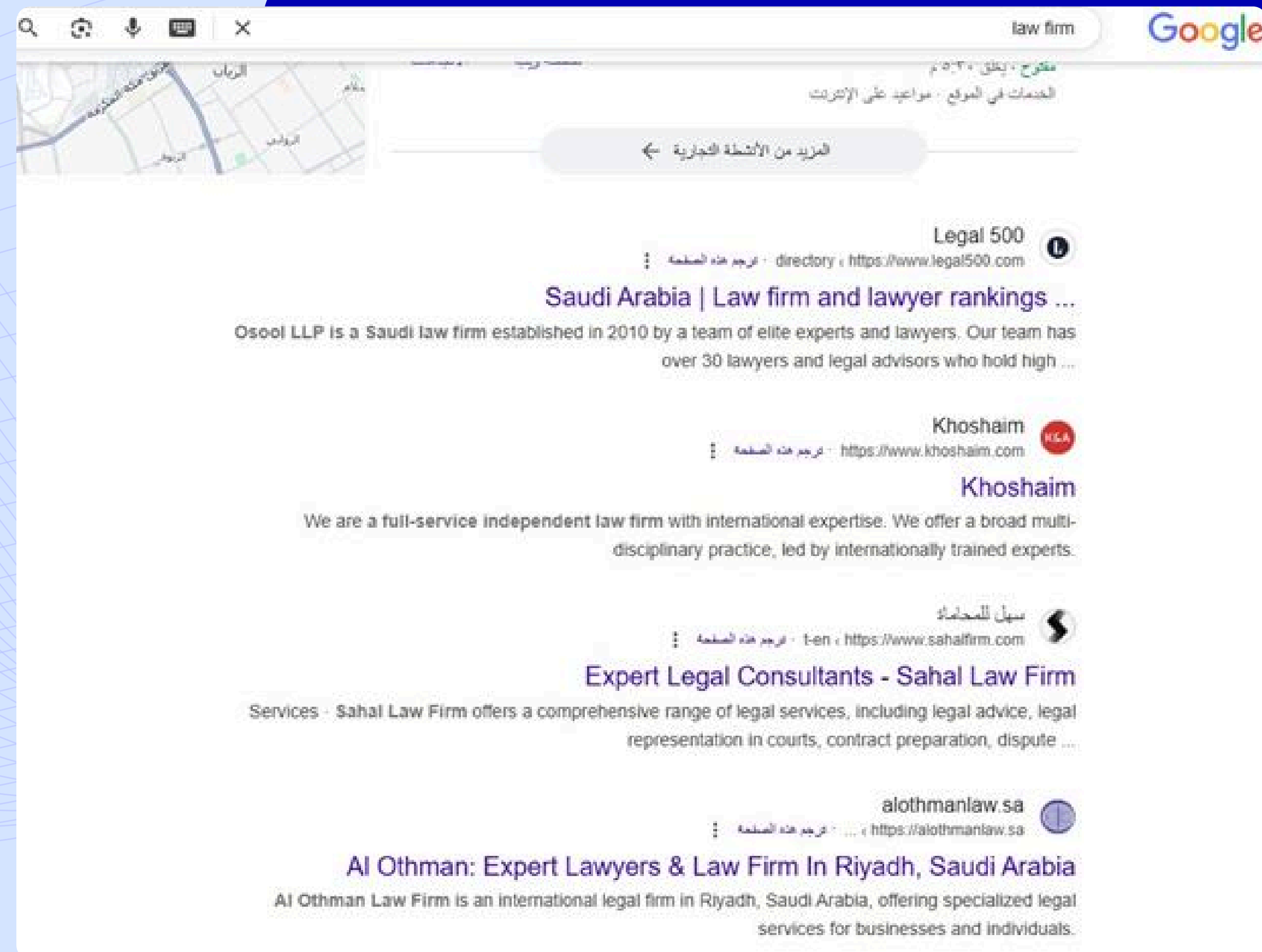
- Increased daily clicks from 250 to over 800.





# Measurable Success in Numbers

- Achieved #1 ranking on Google Maps and **#4 in organic Google** search results for the keyword “Law Firm.”



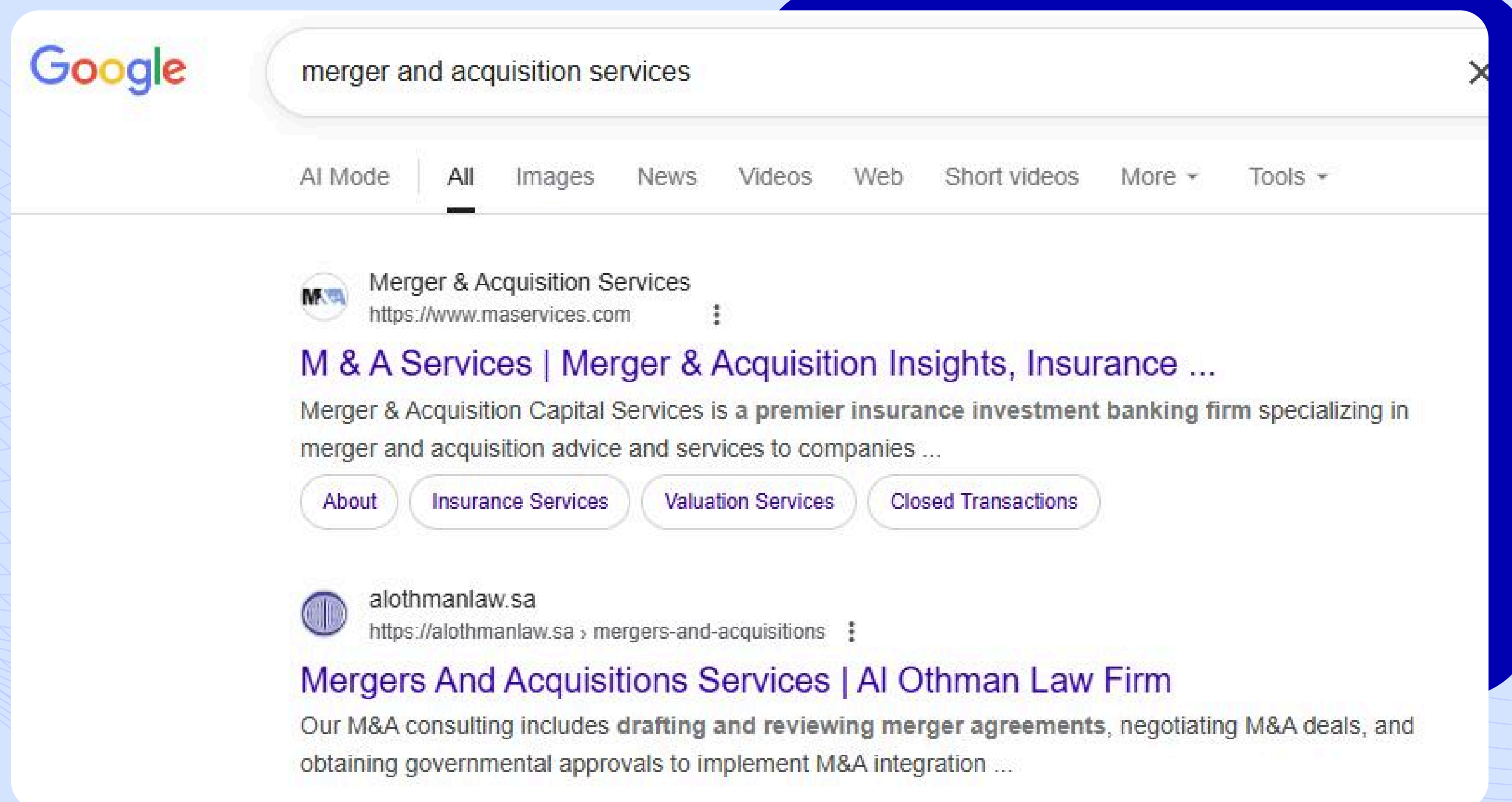
- **Ranked #1** for the keyword "Legal Consultation."





# Measurable Success in Numbers

- Dominated Google rankings for English M&A (Mergers & Acquisitions) keywords.



# Measurable Success in Numbers

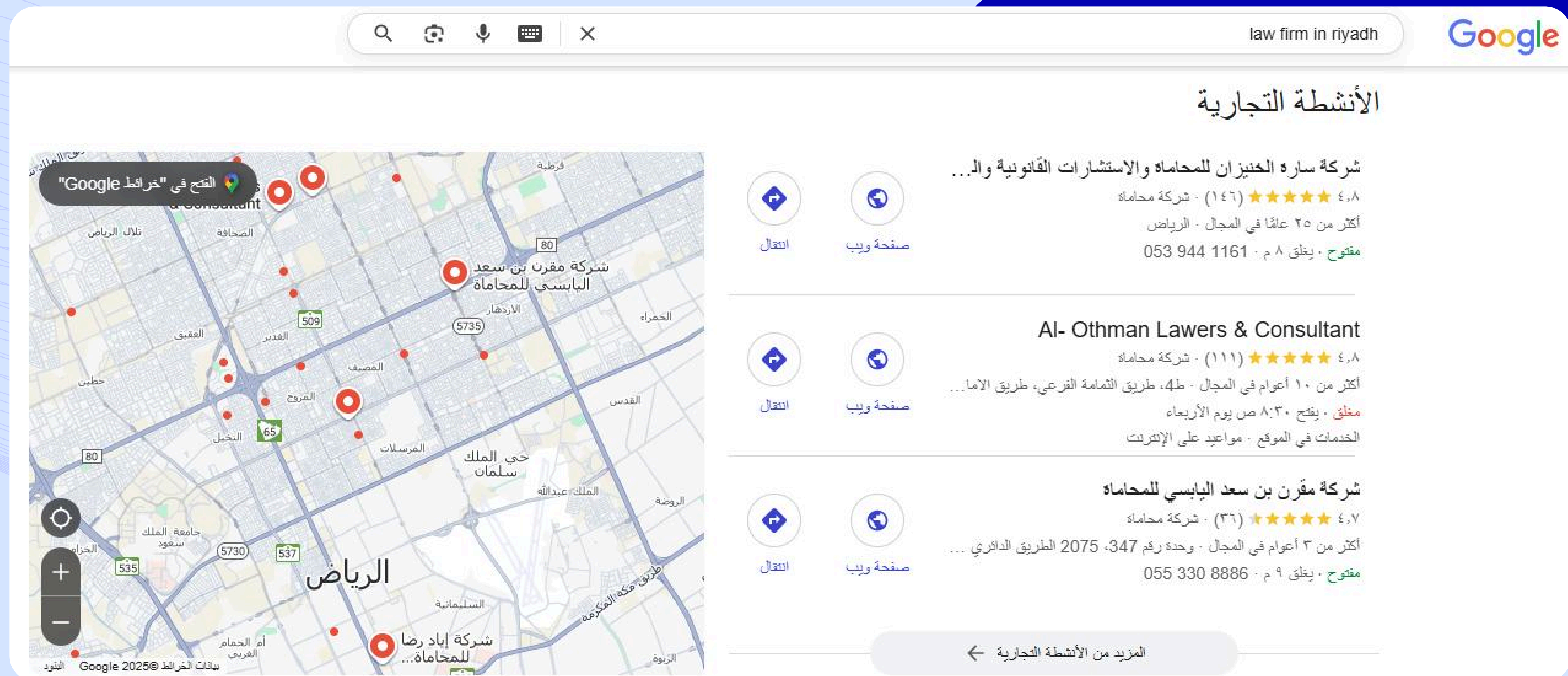
- Secured top positions for numerous high-value commercial keywords, including lawyers in Saudi Arabia, Real Estate Lawyer, and more.

| Organic Search Positions: 367                                                                     |        |          |               |         |           |        |      |                                                                                                                |         |
|---------------------------------------------------------------------------------------------------|--------|----------|---------------|---------|-----------|--------|------|----------------------------------------------------------------------------------------------------------------|---------|
| <a href="#">+ Add to keyword list</a> <a href="#">Manage columns</a> 10/15 <a href="#">Export</a> |        |          |               |         |           |        |      |                                                                                                                |         |
| <input type="checkbox"/> Keyword                                                                  | Intent | Position | SERP Features | Traffic | Traffic % | Volume | KD % | URL                                                                                                            | Updated |
| > <input type="checkbox"/> <a href="#">law firms in riyadh</a>                                    | C      |          | +2            | 64      | 0.78      | 720    | 27   | <a href="http://www.alothmanlaw.sa/">www.alothmanlaw.sa/</a>                                                   | Aug 28  |
| > <input type="checkbox"/> <a href="#">law firms near me</a>                                      | C      |          |               | 277     | 3.40      | 590    | 26   | <a href="http://www.alothmanlaw.sa/">www.alothmanlaw.sa/</a>                                                   | Sep 10  |
| > <input type="checkbox"/> <a href="#">محامي عقارات</a>                                           | C      |          | +2            | 22      | 0.27      | 880    | 10   | <a href="http://alothmanlaw.sa/real-estate-lawyer/">alothmanlaw.sa/real-estate-lawyer/</a>                     | Sep 08  |
| > <input type="checkbox"/> <a href="#">توريد التجاري</a>                                          | C I    |          |               | 45      | 0.55      | 1K     | 8    | <a href="http://alothmanlaw.sa/عقود-التوريد-بالمسحودية-2024/">alothmanlaw.sa/عقود-التوريد-بالمسحودية-2024/</a> | Sep 06  |
| > <input type="checkbox"/> <a href="#">legal office near me</a>                                   | C      |          |               | 12      | 0.14      | 140    | 26   | <a href="http://www.alothmanlaw.sa/">www.alothmanlaw.sa/</a>                                                   | Aug 21  |
| > <input type="checkbox"/> <a href="#">law offices near me</a>                                    | C      |          |               | 65      | 0.79      | 140    | 28   | <a href="http://www.alothmanlaw.sa/">www.alothmanlaw.sa/</a>                                                   | Aug 21  |
| > <input type="checkbox"/> <a href="#">law office</a>                                             | C      |          | +2            | 9       | 0.11      | 140    | 24   | <a href="http://www.alothmanlaw.sa/">www.alothmanlaw.sa/</a>                                                   | Sep 12  |
| > <input type="checkbox"/> <a href="#">مكاتب تحصيل الديون</a>                                     | C      | 1        | 1      +3     | 8       | 0.09      | 170    | 8    | <a href="http://alothmanlaw.sa/debts-collection/">alothmanlaw.sa/debts-collection/</a>                         | Aug 17  |



# Measurable Success in Numbers

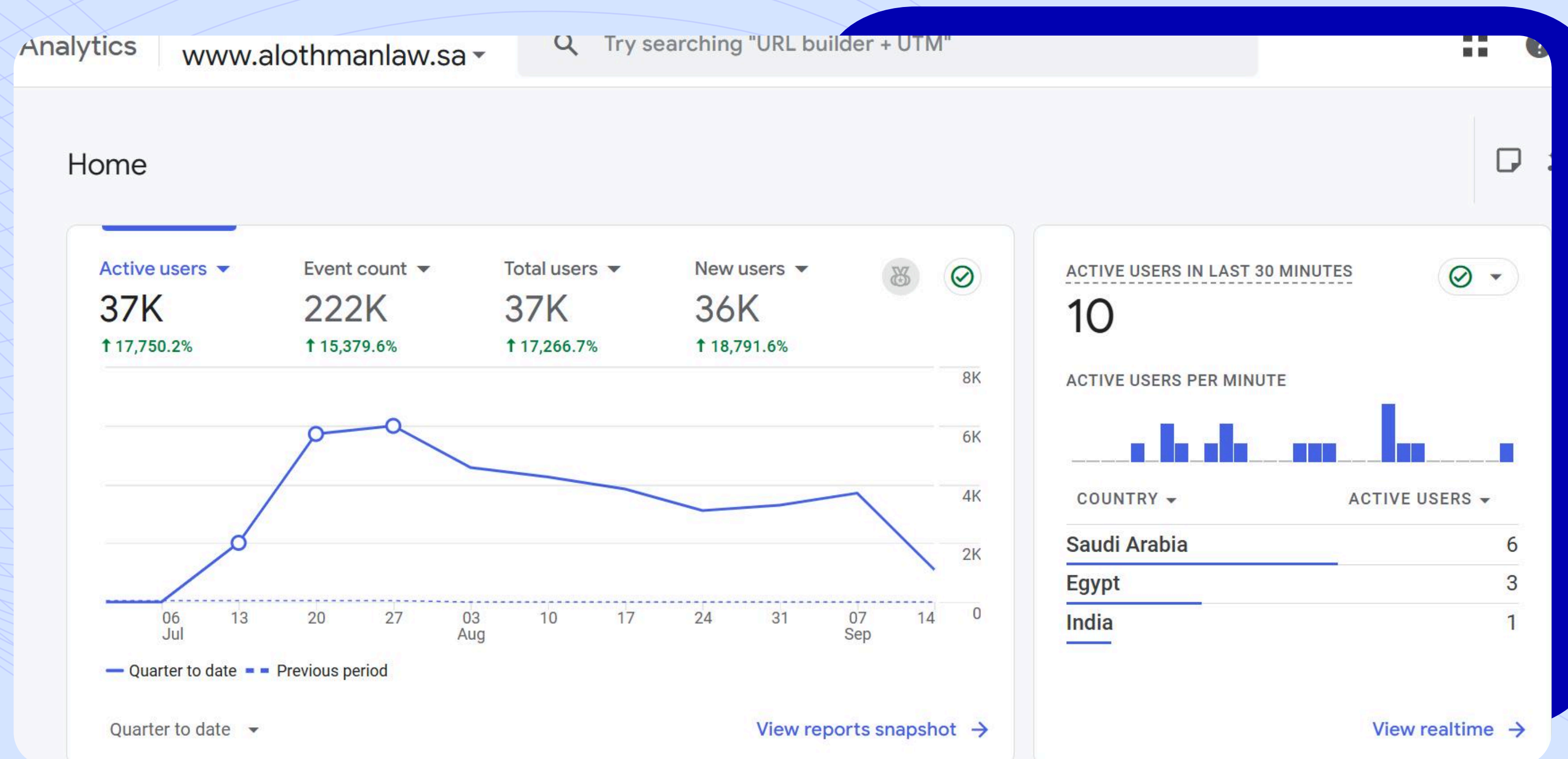
- Achieved #2 position for several commercial keywords on Google Maps in Riyadh.



# Measurable Success in Numbers

## Website Growth Metrics (Quarter-over-Quarter):

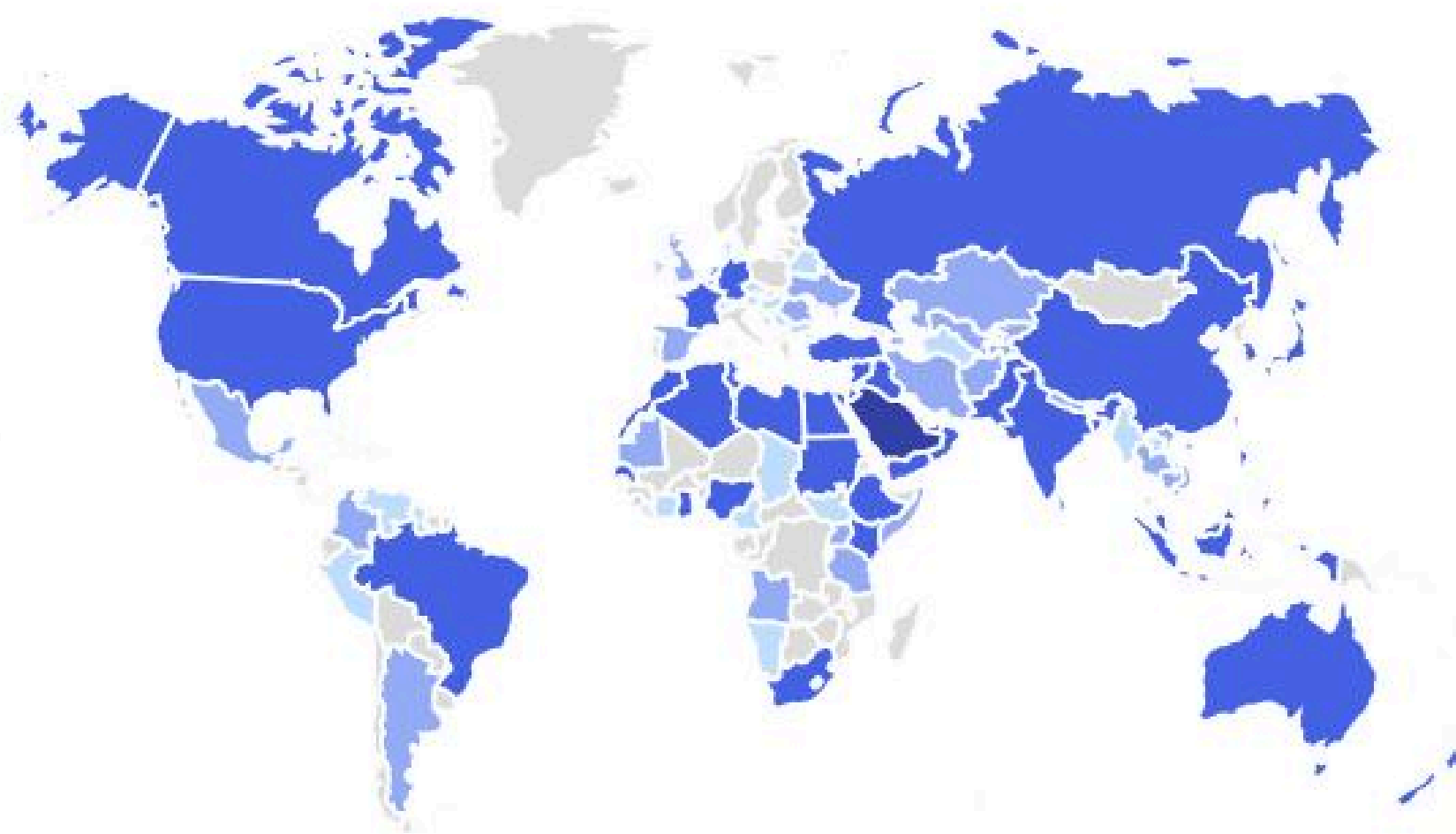
- Active users increased to over **37,000**.
- Over **222,000** active events from referrals and on-site actions.





# Al Othman’s significant growth across the Saudi, U.S., and Chinese legal sectors.

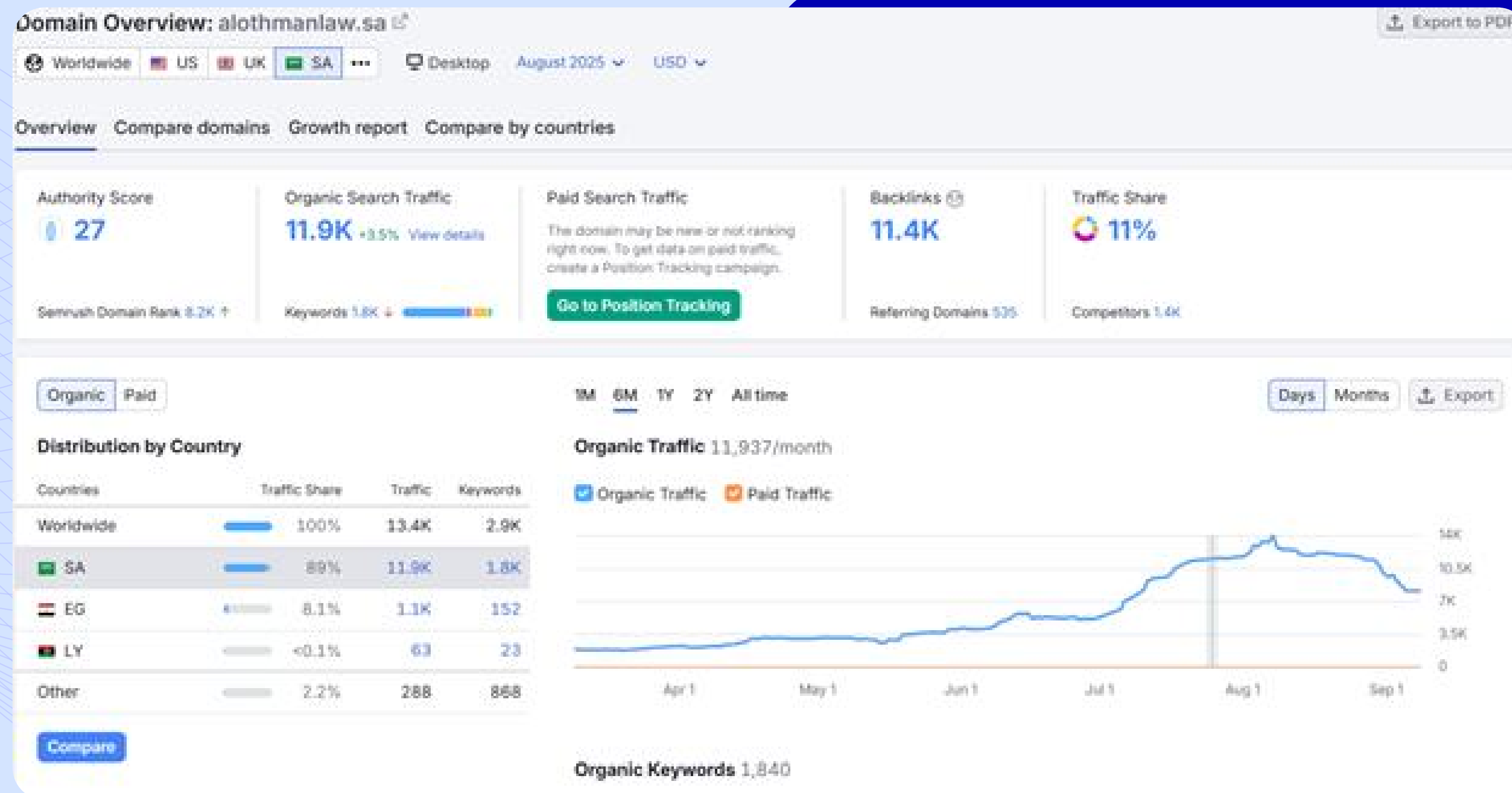
- More international visitors seeking cross-border legal services in **Saudi Arabia**.



| COUNTRY          | ACTIVE USERS |         |
|------------------|--------------|---------|
| Saudi Arabia     | 29K          | ↑35,... |
| Egypt            | 4.1K         | ↑11,... |
| United States    | 391          | ↑98...  |
| United Arab E... | 368          | ↑9,1... |
| Morocco          | 323          | ↑16,... |
| India            | 223          | ↑22,... |
| Jordan           | 201          | -       |

# Measurable Success in Numbers

- Significant growth in website traffic and visibility across multiple countries.



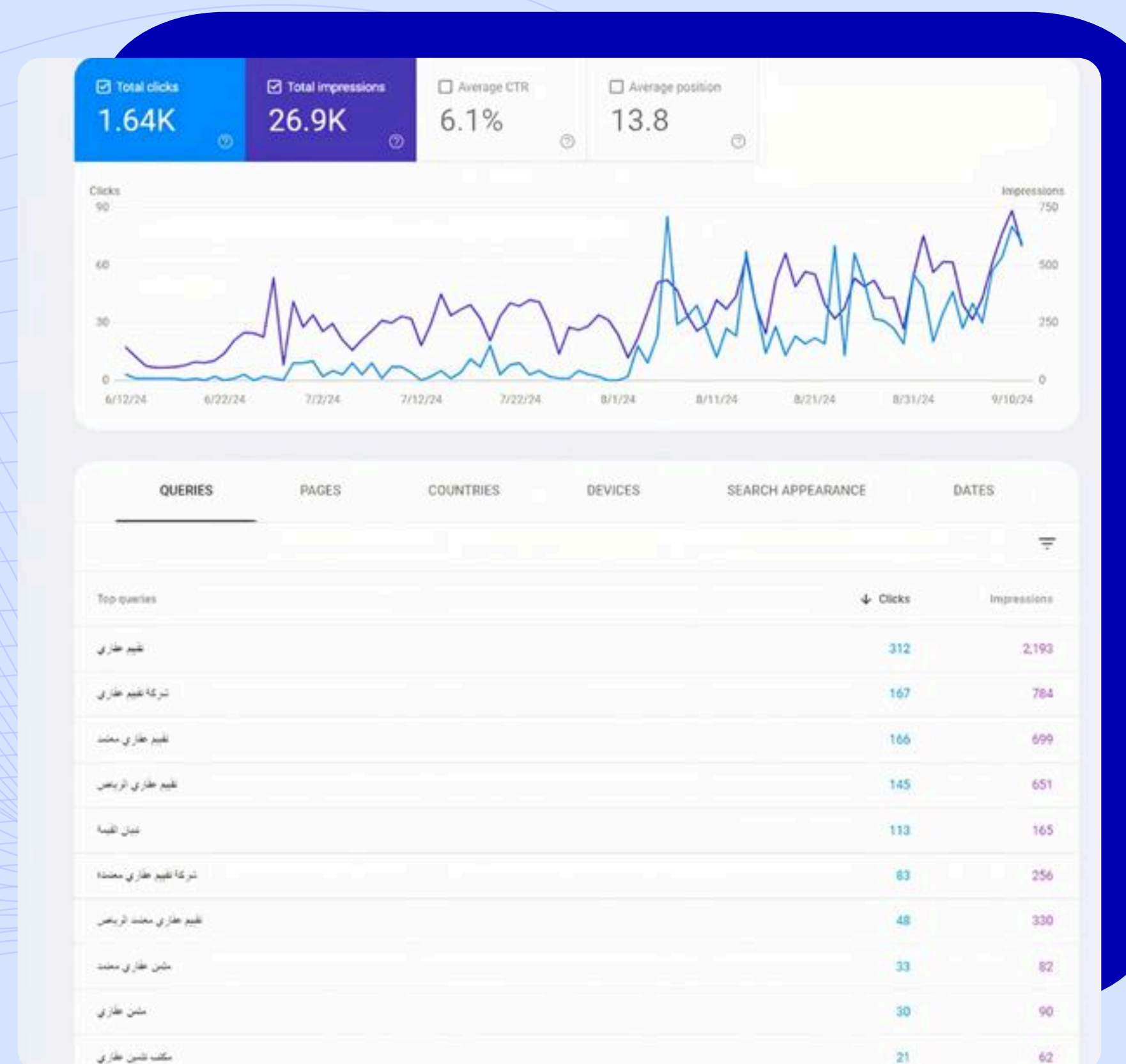




# Tebyan Alqima

# Tebyan Alqima Real Estate Appraisal Company

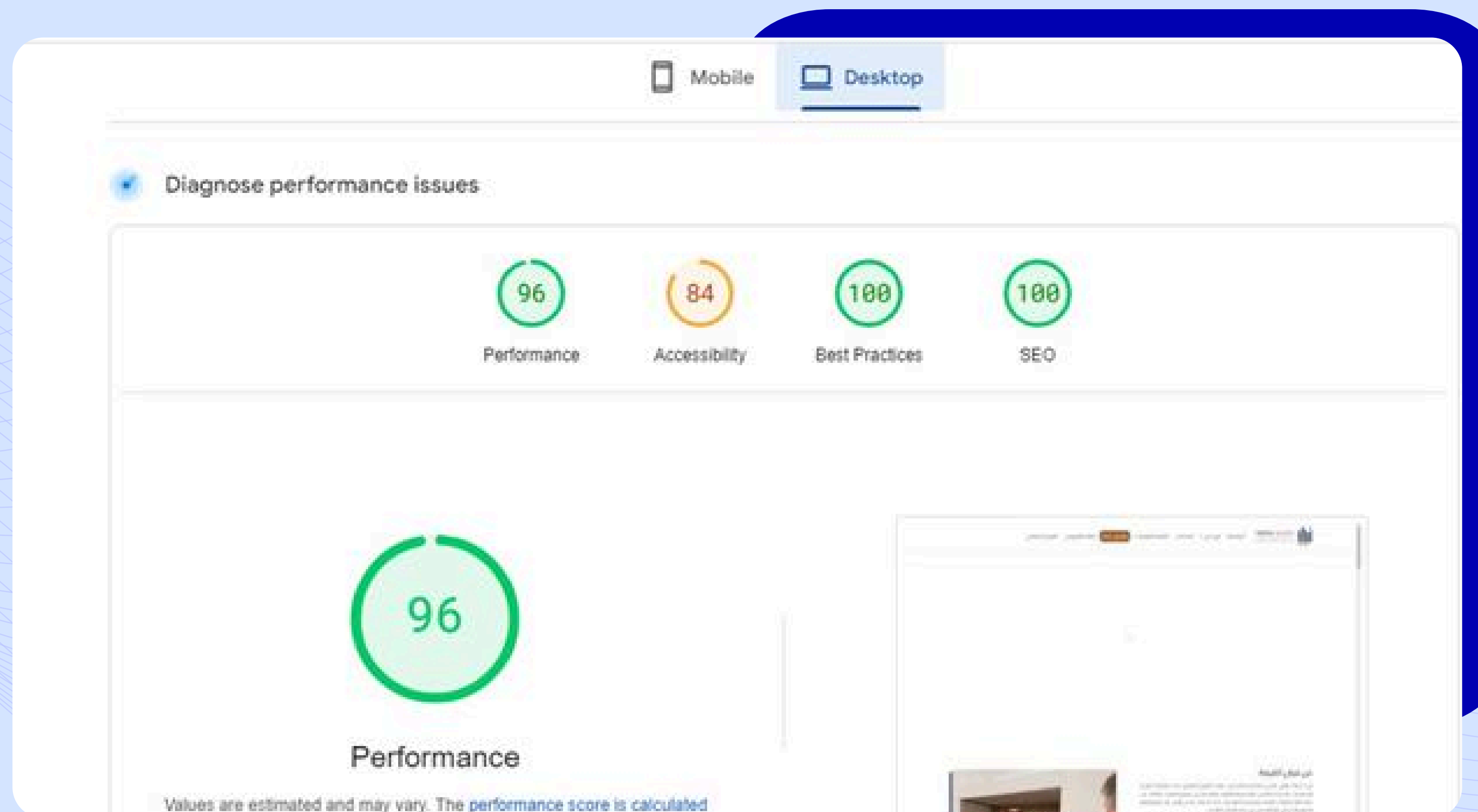
- Boosted the website's ranking for the most competitive real estate valuation keywords in Saudi Arabia.
- Increased website impressions and click-through rate by over **300%**.





# Tebyan Alqima Real Estate Appraisal Company

- Enhanced website speed, performance, and technical SEO practices.



# Tebyan Alqima Real Estate Appraisal Company

- Published a topic cluster of SEO articles covering key topics in real estate valuation.

| المقالات                 | الكلمة الرئيسية                                      | حجم البحث | الكلمة الفرعية                                                                                   |
|--------------------------|------------------------------------------------------|-----------|--------------------------------------------------------------------------------------------------|
| 1- مقيم عقاري            | مقيم عقاري<br>المقيم العقاري                         | 1400      | - مقيم عقاري -<br>مقيم عقاري<br>معتمد - مقيم<br>عقاري معتمد<br>الرياض - شروط<br>المقيم العقاري . |
| 2- شركات التقييم العقاري | - شركات التقييم<br>العقاري - شركات<br>تقييم العقارات | 100       | - شركات التقييم<br>العقاري المعتمدة                                                              |
| 3- مكتب تقييم عقاري      | - مكتب تقييم عقاري                                   | 200       | - مكتب تقييم<br>عقاري معتمد -<br>مكتب التقييم<br>العقاري                                         |
| 4- أهمية تقييم العقار    | - تقييم العقار<br>تقييم عقاري                        | 400       | - تقييم العقارات                                                                                 |



# Visibility Means Profit

No one buys what they can't see. SEO gives your brand the spotlight it deserves. More traffic, more trust, more sales — it starts here.



# Together towards success





# At AL Master

Your success is our mission. Let us lead  
your business to the top of search engine  
results and help you achieve real,  
measurable growth

[+966582700000](tel:+966582700000) 

[www.almaster.tech/seo](http://www.almaster.tech/seo) 

[contact@almaster.tech](mailto:contact@almaster.tech) 

