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Rasikh Gems Achieved Page 1 Rankings for 10+ Gemstone Keywords in UAE

At a glance

Rasikh Gems LLC, led by Dr. MM Raza, a world-renowned Gemologist and author of 'The Power of Gemstones' — has been serving clients since 1970. With 9 branches globally, including a strong presence in Dubai, provide certified gemstones, personalized birthstone consultations, and exceptional customer service.

THE RESULT

"Rasikh Gems aimed to be the top name for Gemstone consultations in the UAE. The SEO strategy by **MagicoSoft FZ-LLC** delivered the results — now we rank on page one for key keywords, and our organic traffic grows every month."

~ Dr.MM Raza, CEO - Rasikh Gems LLC



1ST PAGE
Google Ranking



10+
Targeted Keywords



Gems & Jewellery



www.rasikhgems.com



#1403, Al Nahda, Dubai - UAE

CHALLENGES

Rasikh Gems faced tough competition from established jewelry brands in the UAE. Our biggest challenge was ranking for high-value gemstone keywords while building trust and authority in a niche market.

HOW WE DID IT ?

- Comprehensive Keyword Research targeting UAE gemstone buyers & consultation seekers
- On-Page SEO Optimization for all core service and product pages
- Creation of SEO-Focused Blog Content (Gemstone benefits, birthstone guides, buyer tips)
- Internal Linking Structure to pass authority across key pages
- Location-Based Landing Pages for 9 Branches of Rasikh Gems including UAE, INDIA & USA
- Image Optimization for e-commerce gemstone products
- Technical SEO fixes for faster page load and mobile performance

THE IMPACT:

- Top 3 rankings for UAE-focused keywords like "Gemstones shops in Dubai" "Yellow Sapphire Consultant UAE," and "Certified Gemstones Dubai"
- 154% increase in organic traffic within 6 months
- Higher lead-to-sale conversion from organic visitors
- Increased trust and brand value through strong Google visibility



**High-Value
Keyword Targeting**



**Industry-Leading
SEO Strategies**



**Increase Organic
Traffic**