

SEO CASE STUDY

Master Systems

How structural SEO fixes, content, and link building turned into several times more organic visibility

CLIENT OVERVIEW

Master Systems is a UAE-based maritime solutions provider and long-term client of Greenlemon Digital Solutions, supplying Communication, Navigation, Gas Detection and Safety, and Automation systems to ship management companies, ship owners, captains, and ports worldwide. They already had brand recognition, but structural SEO gaps were capping how much of that demand actually converted into organic search visibility.

THE CHALLENGE & GOAL

- They already had strong brand recognition in the offline market, but their online presence hadn't caught up, and that was the biggest challenge. Newer, smaller players had built a much stronger presence on search engines like Google and Microsoft Bing than Master Systems.
- The client wanted to fix this gap and establish their authority online, using EEAT-focused strategies to reflect the credibility they already had offline.
- Though headquartered in the UAE, Master Systems serves clients across the globe - so the goal wasn't just local rankings. We needed a proper international SEO strategy, building visibility in markets like UAE, India, Egypt, Angola, and the Singapore, along with other parts of Africa, to match where their actual customers were searching from.
- We found a website that had gone stagnant - no blog, no fresh content, just static pages that hadn't changed in a long time.

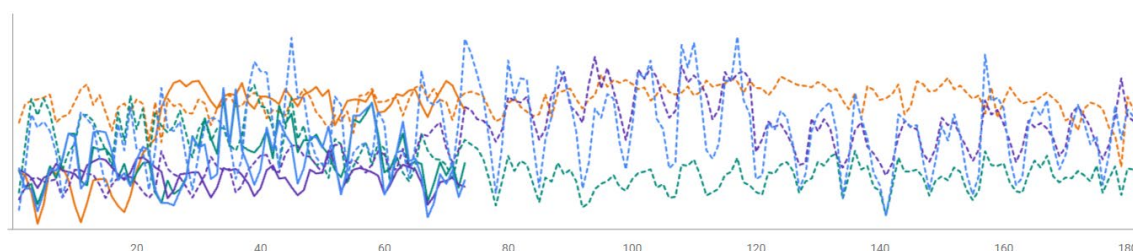
WHAT WE DID

- We started by identifying just how big the SEO gap was - and set out to close it. We researched and found the potential keywords for each of their services, tailored to the different countries they serve, and built relevant contents around those opportunities.
- We turned those keyword insights into blog content, writing around the exact topics their potential customers were searching for in each market.
- As part of the off-page activity, we built quality backlinks from relevant, credible websites to strengthen the site's authority - and this is something we're still actively doing today.
- As search behaviour shifted towards AI tools like ChatGPT and Gemini, we also started optimising for how these platforms surface information, focusing on AEO (Answer Engine Optimisation) and GEO (Generative Engine Optimisation) to get Master Systems featured in AI Overviews and AI-generated answers.

THE RESULTS AT A GLANCE

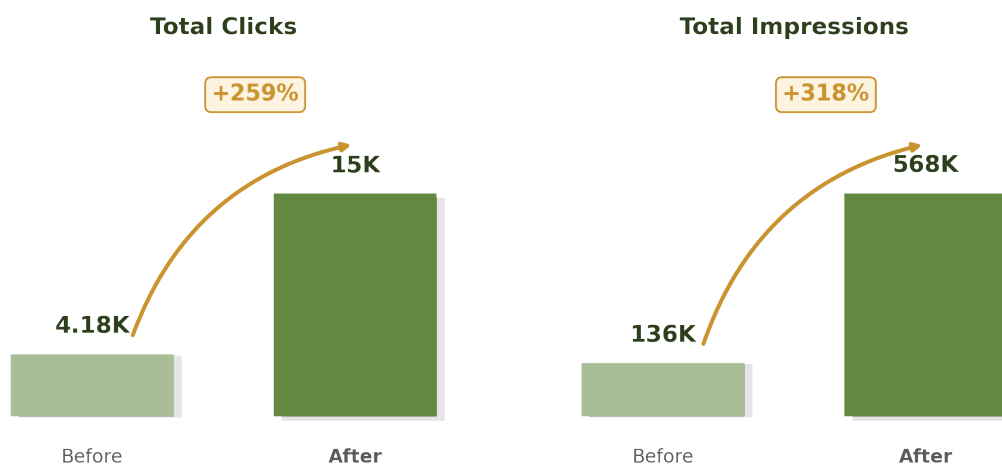
TOTAL CLICKS	TOTAL IMPRESSIONS	AVG. CTR	AVG. POSITION
15K <i>from 4.18K</i>	568K <i>from 136K</i>	2.6% <i>from 3.1%</i>	11.8 <i>from 15.7</i>

☒ Total clicks 4.18K 5/9/25 - 10/31/25 15K 11/1/25 - 4/30/26	☒ Total impressions 136K 5/9/25 - 10/31/25 568K 11/1/25 - 4/30/26	☒ Average CTR 3.1% 5/9/25 - 10/31/25 2.6% 11/1/25 - 4/30/26	☒ Average position 15.7 5/9/25 - 10/31/25 11.8 11/1/25 - 4/30/26	Daily ▾
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Keyword Progress

- Started with 67 target keywords as the first set, focused on validating the approach
- Over 50 of those keywords ranked on the first page of Google
- Most of the first-page keywords didn't just rank, they hit position 1
- The strong results proved the strategy was working
- Based on that success, a second set of 198 keywords was added, followed by a third set of 117, expanding the campaign to cover the different countries Master Systems wanted to target
- The large keyword count reflected the scale of that goal, since ranking across multiple countries meant building out keywords for each market rather than just one
- Overall, the work grew from a small focused test into a much larger, multi-country SEO push

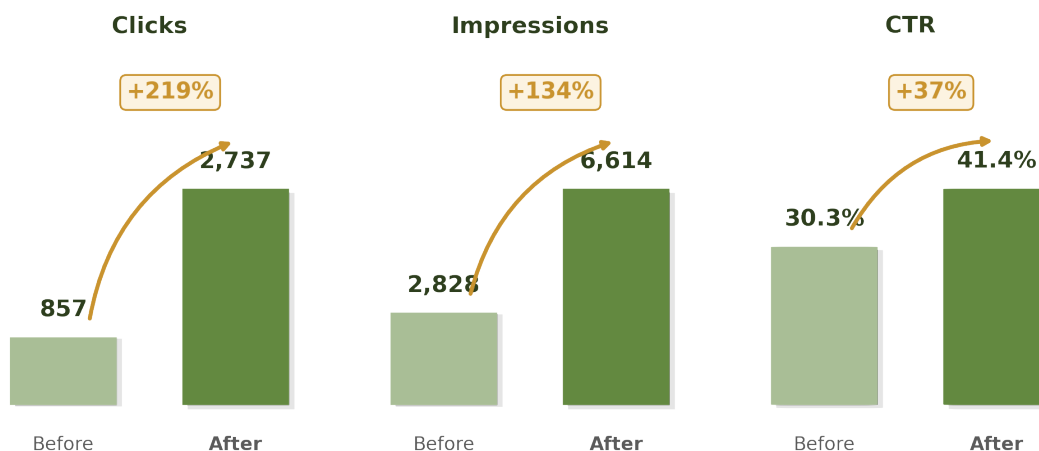


Search position also moved from page 2 to just outside the top 10 on average, meaning a meaningfully larger share of queries are now landing on page 1:



BRANDED SEARCH PERFORMANCE

The site's top branded query, “master systems”, saw the clearest gains:



KEY TAKEAWAY

Fixing the site's crawl structure, tightening metadata, publishing contents consistently, and building out the backlink profile translated directly into more visibility and more clicks from search engines - not just marginally, but several times over on a monthly basis. That extra visibility across multiple markets translated into real business impact too: The results showed in the numbers: sales improved for Master Systems, and the traffic coming in was finally converting into real, qualified leads.

Want results like this for your website? Get in touch with Greenlemon Digital Solutions.