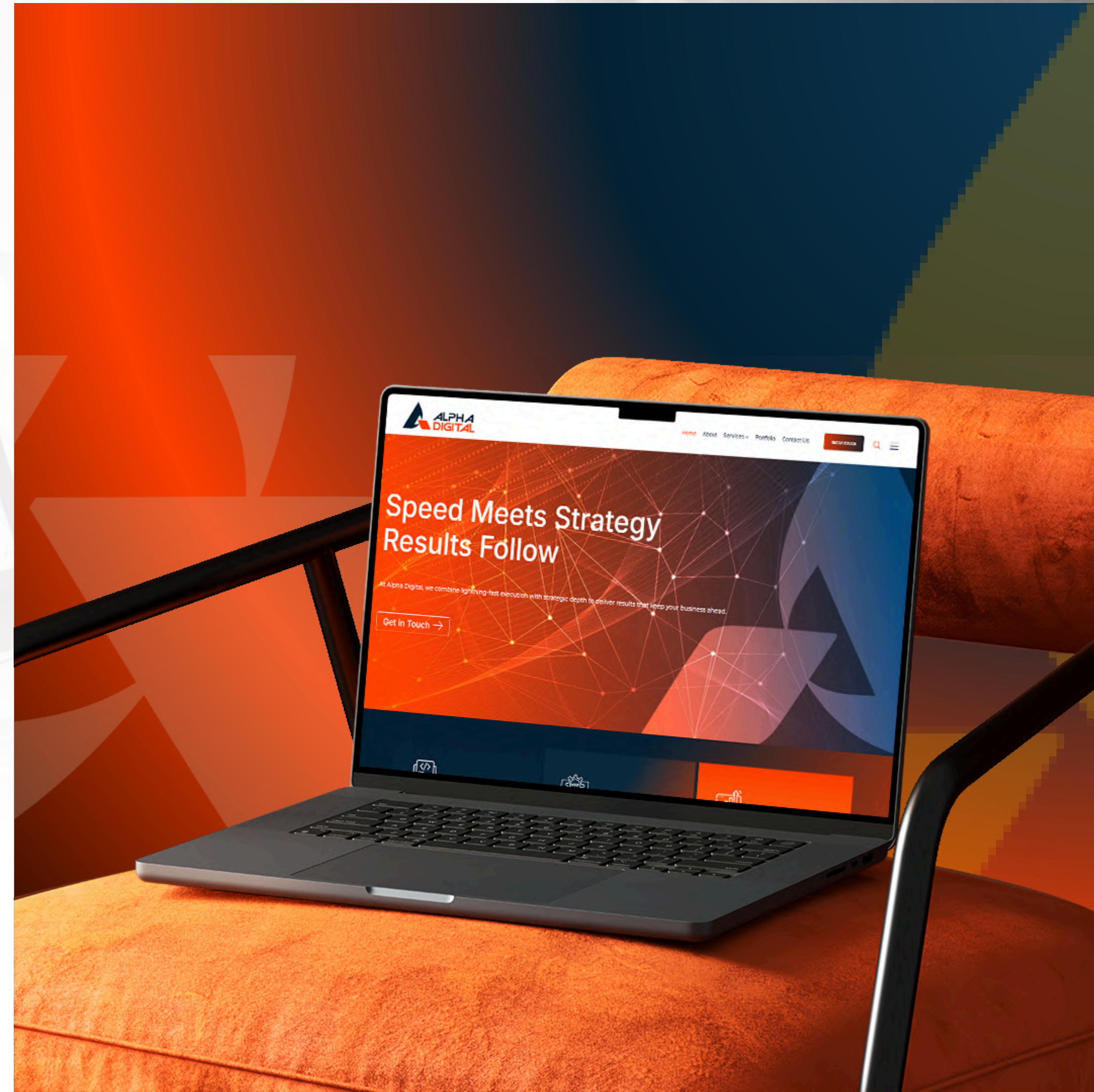




ALPHA
DIGITAL
INNOVATIONS

Fintech Case Study





This portfolio highlights our specialized SEO and GEO (Generative Engine Optimization) performance for two leading Fintech platforms in the GCC. We focus on sustainable, month-on-month organic progression rather than short-term spikes, ensuring long-term authority in highly regulated financial markets.

Executive Summary

PORTFOLIO.

Our Case Studies



FINNEQUITY



HAKEM AI



Finnequity.ae 12-Month Performance Review

- **Niche: UAE Mortgage Fintech**
- **Goal: Consistent Organic Growth & AI Search Dominance**

Overview

Finnequity.ae represents a 1+year partnership in the UAE mortgage consultancy space that began with the full development and deployment of the platform in January 2025. Starting February we Immediately following the launch, established a robust SEO foundation by prioritizing technical SEO, indexing, speed optimization, and full responsiveness, which was further enhanced through high-quality semantic content to drive long-term organic authority.

March 2025 (The Baseline)

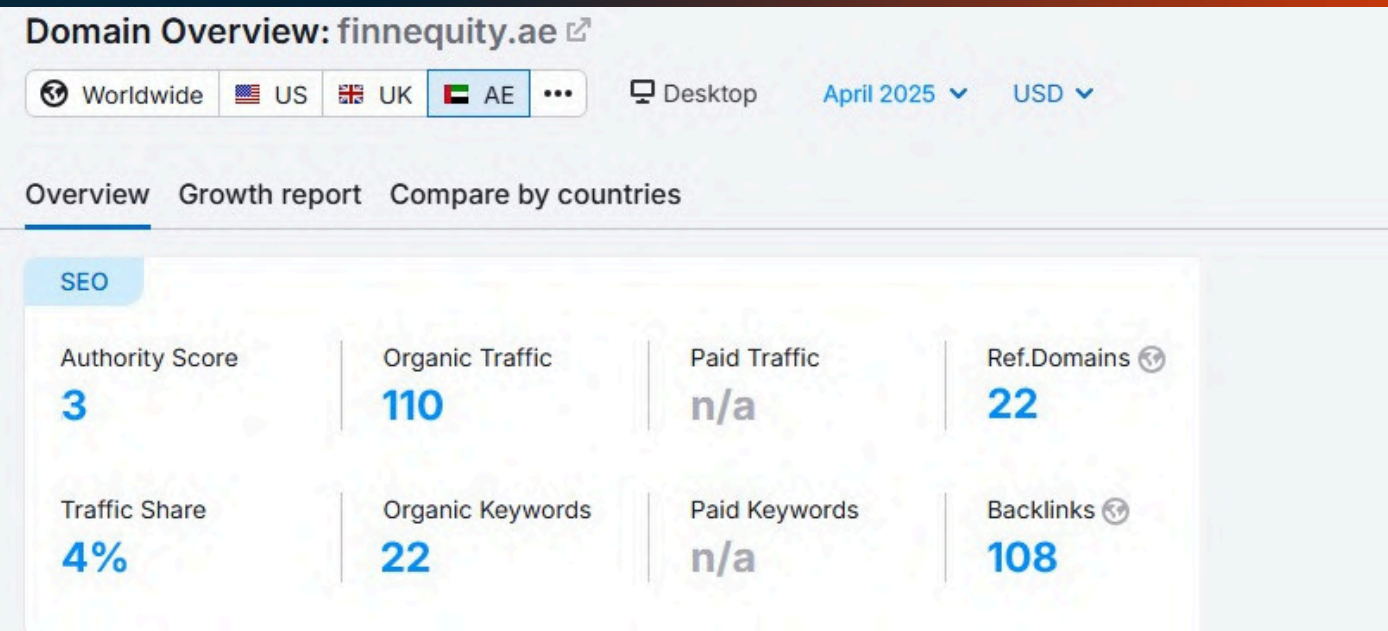
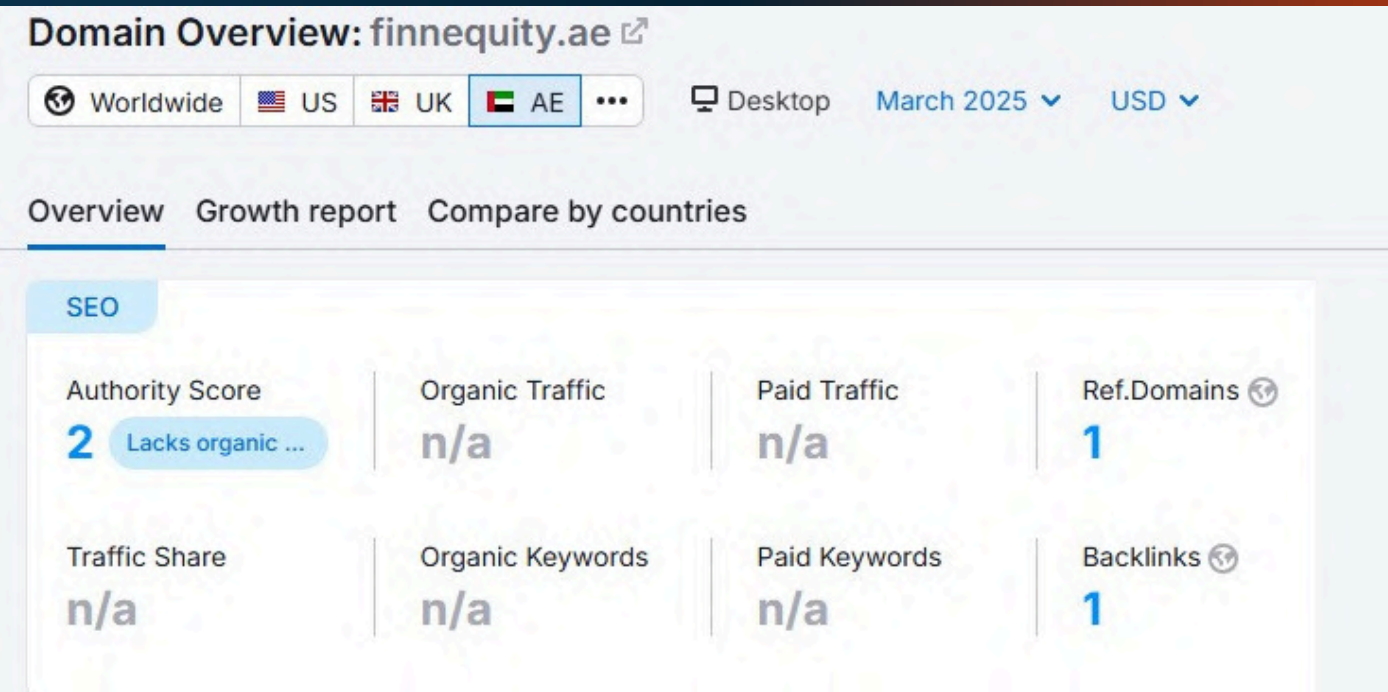
- **Status:** Fresh project launch in the UAE market.
- **Authority Score (AS):** 2
- **Strategy:** Initial Technical SEO audit, site architecture setup, and Google Search Console integration.

April 2025 (Indexation Phase)

- **Organic Traffic:** 110 | **Keywords:** 22
- **Strategy:** Focused on indexing "low-competition" long-tail mortgage terms to build early momentum.

May 2025 (Content Scaling)

- **Organic Traffic:** 236 | **AS:** 6
- **Strategy:** Published targeted "How-to" guides for UAE homeowners to drive top-of-funnel traffic.



June 2025 (Early Authority)

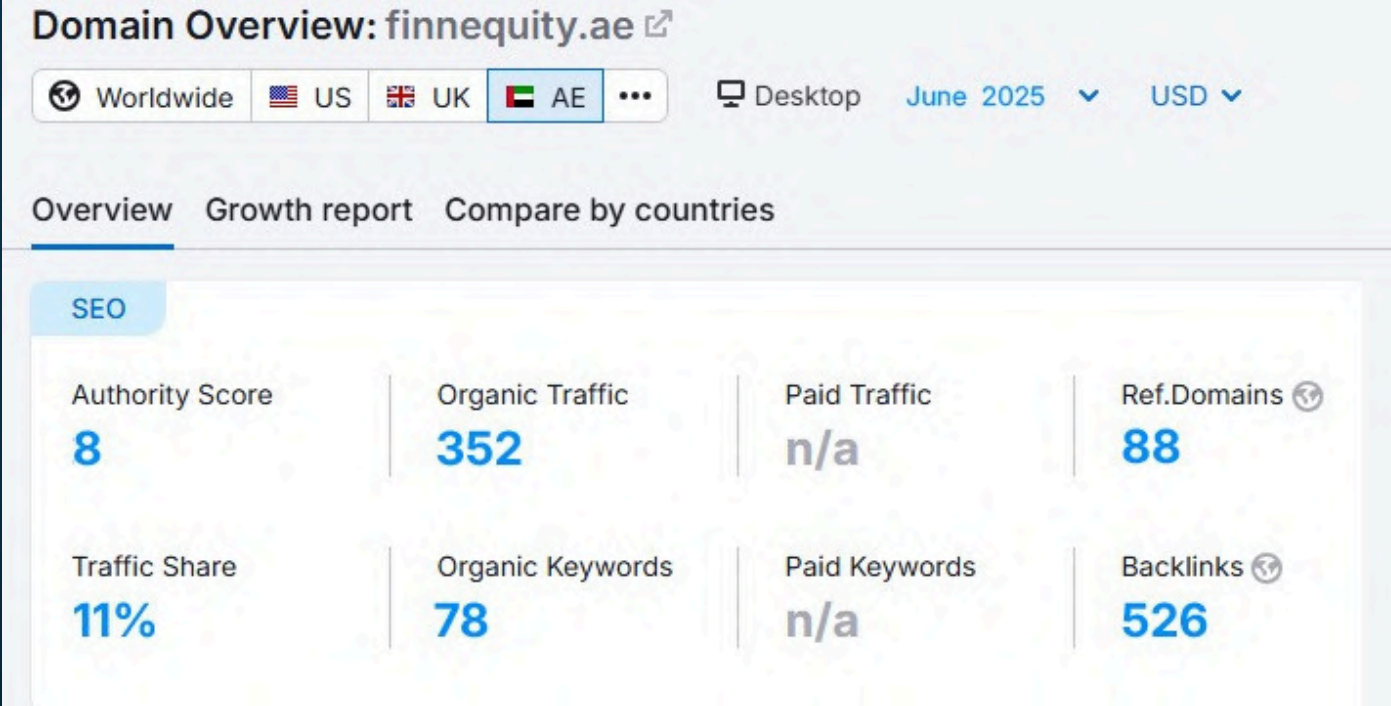
- Organic Keywords: 78 | AS: 8
- Strategy: Backlink acquisition from high-authority financial and real estate directories in the GCC.

July 2025 (Traffic Milestone)

- Organic Traffic: 481 | AS: 11
- Strategy: Optimizing mortgage calculator pages for higher search intent and user engagement.

August 2025 (Stable Progression)

- Organic Traffic: 623 | AS: 14
- Strategy: Refreshing early content and improving internal linking to pass "link juice" to commercial service pages



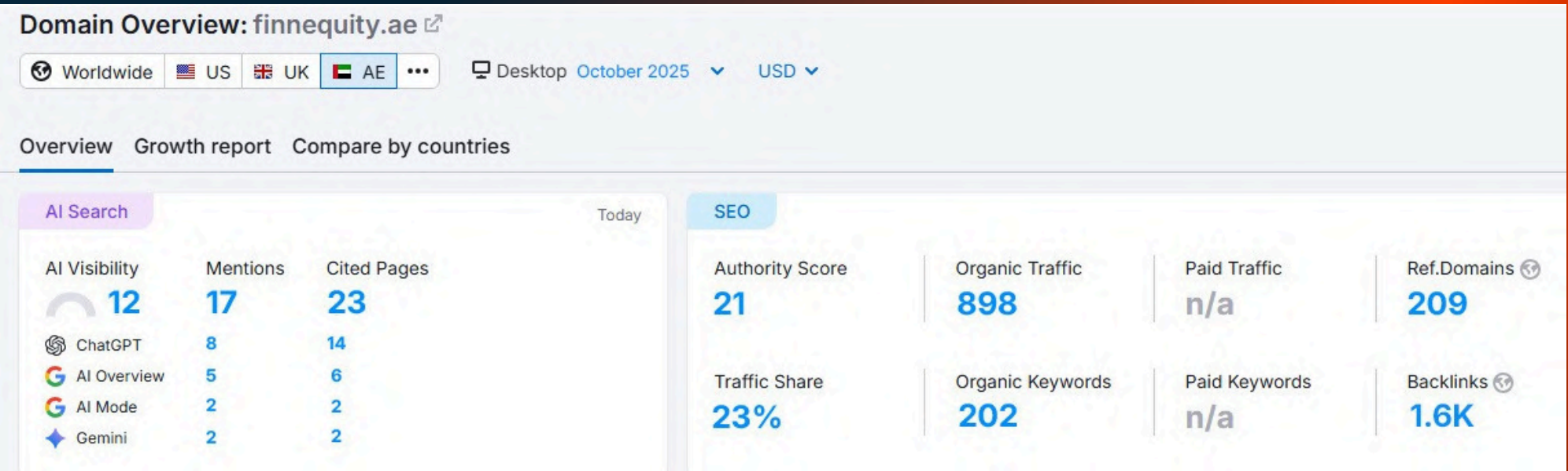
September 2025 (AI Search Breakthrough)

- AI Visibility Score: 5 | Mentions: 9
- Strategy: GEO Implementation. We began structuring data for AI models (ChatGPT/Gemini), resulting in the first 11 cited pages in AI Search.



October 2025 (Authority Jump)

- Organic Keywords: 202 | AS: 21
- Strategy: Strengthening E-E-A-T (Expertise, Authoritativeness, Trustworthiness) by adding expert author bios and regulatory disclosures.



November 2025 (1K Traffic Milestone)

- Organic Traffic: 1,000 | AI Visibility: 19
- Strategy: Scaling AI Search citations. Finnequity began appearing as a top recommendation for "best mortgage brokers in UAE" in AI queries.



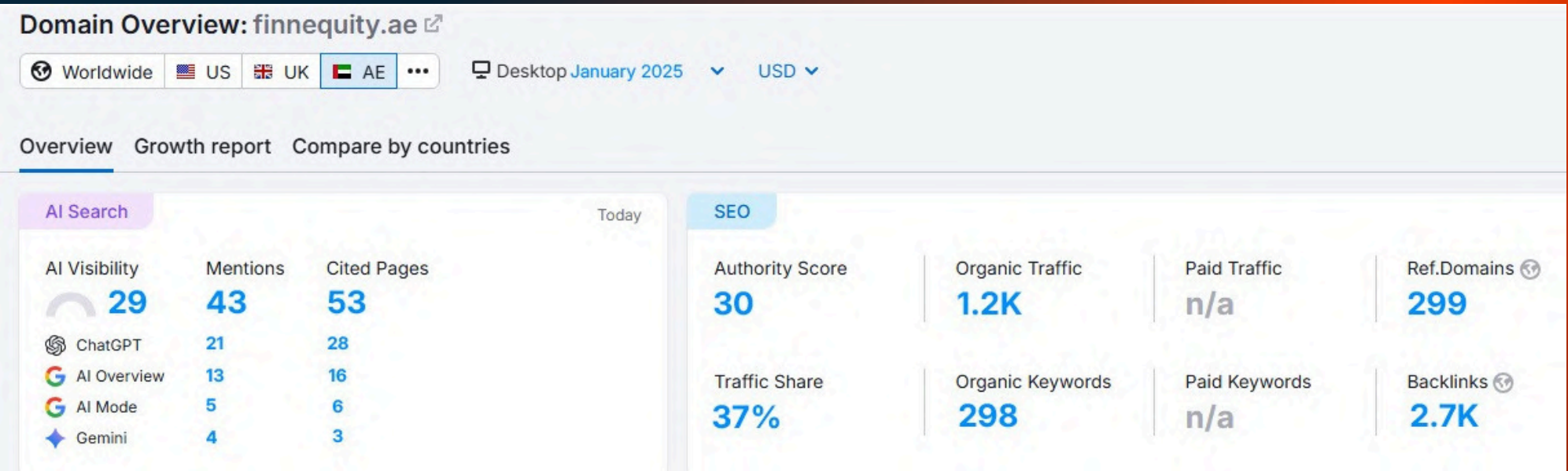
December 2025 (Market Resilience)

- Organic Traffic: 1,100 | AS: 28
- Strategy: Defensive SEO during Google’s algorithmic updates to maintain rankings for high-value transactional terms.



January 2026 (Semantic Dominance)

- Organic Keywords: 298 | AS: 30
- Strategy: Implementing Semantic SEO to cover every "related query" for UAE interest rates and home loans.



February 2026 (Peak Performance)

- Organic Traffic: 1,400 | AI Visibility: 32
- Strategy: Preparing for Multilingual (Arabic) expansion while maintaining a 42% organic traffic share in the niche.



March 2026 (The Current Status)

- Authority Score: 32 | Organic Traffic: 1,500+
- AI Search Stats: 48 Mentions | 62 Cited Pages
- Summary: Finalizing the 1-year cycle with increase in Authority and total dominance in AI Search (GEO).



Yearly Comparison (Mar '25 vs Mar '26)

- Authority Score: 2 → 32
- Organic Traffic: Baseline → 1.5K Monthly
- Keywords: Baseline → 322 Ranking Keywords
- AI Search (GEO): 0 Citations → 34+ AI Citations

Key Takeaway:

This 12-month journey demonstrates healthy, stable growth. By avoiding black-hat tactics and focusing on GCC-specific financial intent, we built a permanent organic asset for our client.



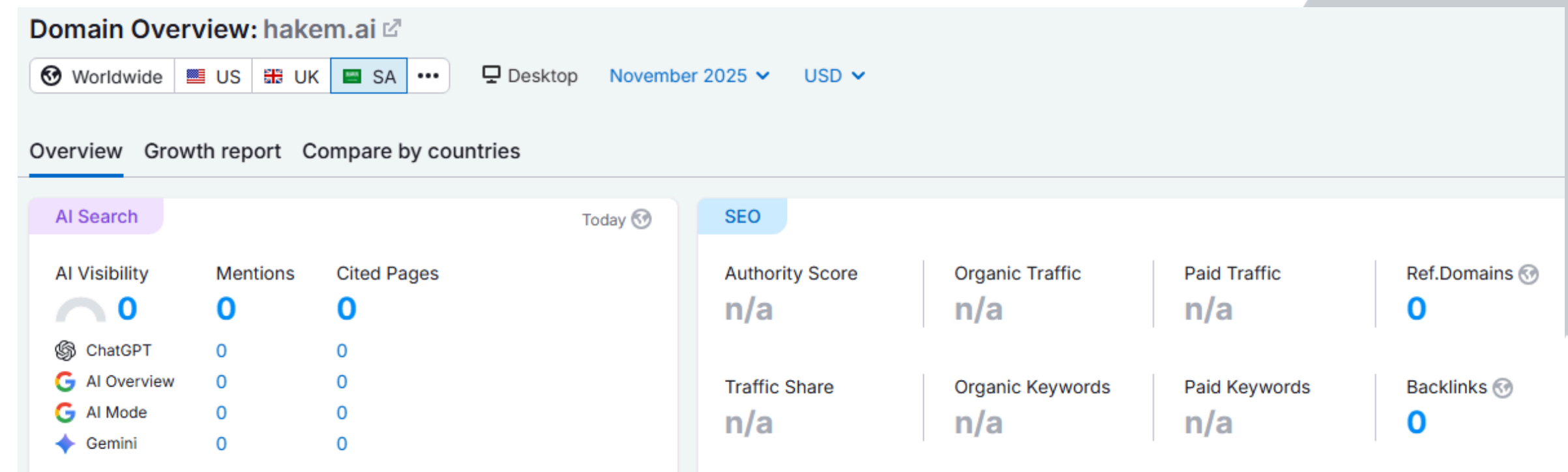
Overview

- Focus: AI-powered Insurance Policy Analysis & Comparison
- Duration: 5-Month Intensive SEO & GEO Growth Strategy

For the Saudi-based InsurTech engine Hakem.ai, we managed the initial design and development starting in September 2025, leading to an official launch in October. Once live, we moved directly into technical SEO to resolve indexing and performance issues, ensuring the site was fully responsive and optimized for speed before transitioning into a strategic on-page SEO roadmap.



November 2025 (The Setup)



- **Authority Score (AS): 0**
- **Strategy:** Infrastructure audit and KSA market keyword research. We focused on setting the technical foundation for a Saudi-based financial platform, ensuring local regulatory compliance in content structure.

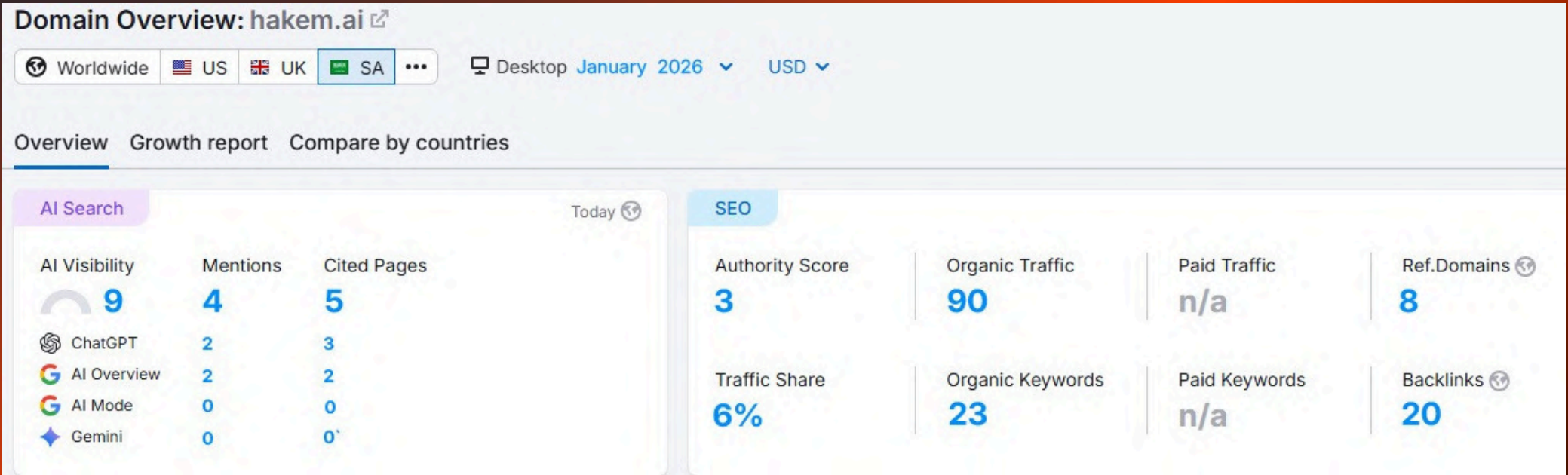
December 2025 (Initial Visibility Phase)

- Authority Score: 2 | Organic Traffic: 50 | Keywords: 15
- AI Search: 4 Visibility | 2 Mentions
- Status: First month after post-launch technical fixes. Focus on establishing the baseline for "Saudi Insurance AI" queries.



January 2026 (Steady Progression)

- Authority Score: 3 | Organic Traffic: 90 | Keywords: 23
- AI Search: 9 Visibility | 4 Mentions
- Status: On-page SEO began yielding results. The site gained early citations in ChatGPT, proving the effectiveness of the early-stage GEO strategy.



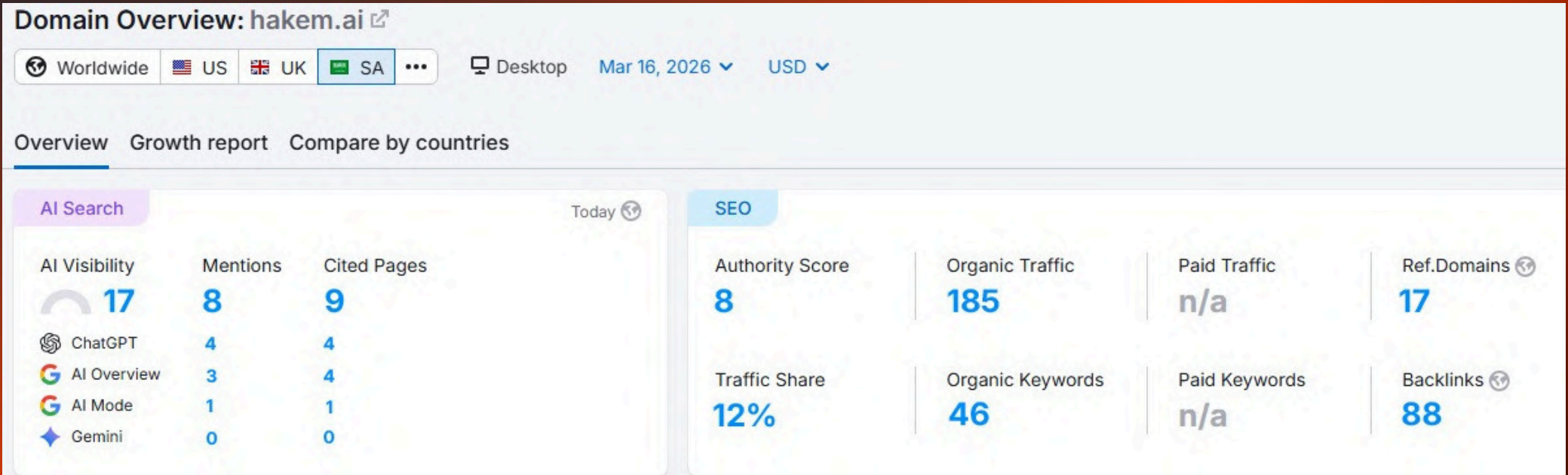
February 2026 (Growth Acceleration)

- Authority Score: 5 | Organic Traffic: 130 | Keywords: 37
- AI Search: 13 Visibility | 5 Mentions
- Status: Strengthening the backlink profile (Ref. Domains: 12). Traffic share increased to 8% in the specific AI-InsurTech niche.



March 2026 (Current Status - Peak Performance)

- Authority Score: 8 | Organic Traffic: 185 | Keywords: 46
- AI Search: 17 Visibility | 8 Mentions | 9 Cited Pages
- Status: Project has reached a 12% traffic share. We are now optimizing for full Multilingual (Arabic/English) expansion to dominate the KSA market.





Summary: 5-Month Growth Impact (Nov '25 vs Mar '26)

- **Authority Score:** 2 → 8 (Steady institutional trust building).
- **Organic Footprint:** 15 → 46 High-Intent Keywords.
- **AI Search Dominance (GEO):**
 1. **Visibility Score:** 4 → 17
 2. **AI Mentions:** 2 → 8
 3. **Cited Pages:** 3 → 9
- **Current Status:** Platform has achieved a 12% Traffic Share in its niche. Now transitioning to a Multilingual (Arabic/English) expansion to capture the full Saudi market.



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