



DIGITAL FOR ECOMMERCE

We build the digital ecommerce brands win with.

Design, development, SEO and integrations — engineered around
how shoppers and merchants actually behave online.

WHO WE ARE

The digital partner ecommerce brands rely on

Hats-Off Digital is India's leading digital marketing powerhouse, now also in the UAE. Headquartered in Pune, we're a vibrant 14-year-old agency transforming businesses and brand experiences.

We blend purpose-driven creativity, brand marketing and cutting-edge digital — spanning social media, SEO, design & branding, and website / application development.

30+

Ecommerce stores built

250%

Avg. traffic lift

9+

Years of experience in ecommerce

14

Years as an agency

TRUSTED BY BRANDS ACROSS ECOMMERCE



INDIA



SAUDI ARABIA



Casa Milano



TAHA™



Everything the website needs, under one roof

IT Solutions

- Software Development
- Website Development
- Data Entry
- App Development
- Testing & Security

SEO & Content

- Search Engine Optimization
- Platform SEO — YouTube, Amazon, Quora, Reddit, Mobile
- SEO Content Creation
- One-Time Website Optimization
- SEO Consultation
- Google — GMB, Merchant Center, Tag Manager
- ORM Strategy
- AIO, AEO, GEO

Creative & Advertising

- Social Media Management
- Video & Post Production
- Branding Services
- Performance Marketing
- PR & Outreach
- Photography & Videography

Cloud Solutions

- Hosting Servers
- Visual Composer
- Zoho Integration
- Domain
- GSuite / Workspace Integration
- WhatsApp Business Integration

Wikipedia

- Page Creation
- Monitoring & Maintenance
- Content Writing
- Draft Creation
- Page Editing
- Recover Deleted Page
- Consultancy

SECTION 03

Selected case studies

Leading ecommerce brands trust us end-to-end — design, development, SEO and lead-tool integration.

CLIENT 1 / 11

Ajmal India

A heritage fragrance house selling its perfume portfolio direct to Indian buyers.

Heritage Fragrances, Modern Digital Growth

Ajmal Perfumes transformed its digital presence by blending 75 years of Middle Eastern fragrance heritage with a strategic storytelling approach. Through SEO, content marketing, influencer collaborations and heritage-focused campaigns around collections like Aristocrat, Wisal and the Oud Series, we strengthened its position in India's luxury fragrance market and deepened engagement through personalised digital experiences.

BEFORE

Analytics All accounts > Ajmal-in.com Ajmal_Perfume_India - Try searching "Web overview"

Reports snapshot Realtime overview Realtime pages Business objectives Generate leads Overview Audiences User acquisition Traffic acquisition Lead acquisition Landing page User acquisition cohorts Lead disqualification and L... Drive sales Understand web and/or app L... View user engagement and r... Life cycle

Traffic acquisition: Session primary cha... Custom: 1 Jun - 30 Jun 2025

		sessions	rate	engagement time per session	sess
☒	Total	628,963	313,325	49.82%	30s
		100% of total	100% of total	Avg 0%	Avg 0%
☒	1 Organic Social	349,953 (55.64%)	139,283 (44.45%)	39.8%	14s
☒	2 Cross-network	115,987 (18.44%)	70,856 (22.61%)	61.09%	46s
☒	3 Organic Search	56,132 (8.92%)	38,553 (12.3%)	68.68%	1m 05s
☒	4 Unassigned	39,855 (6.34%)	13,785 (4.4%)	34.59%	29s
☒	5 Direct	37,709 (6%)	20,643 (6.59%)	54.74%	39s
☐	6 Paid Search	30,528 (4.85%)	19,233 (6.14%)	63%	12s
☐	7 Paid Shopping	11,998 (1.91%)	6,643 (2.12%)	55.37%	33s
☐	8 Paid Video	2,062 (0.33%)	1,064 (0.34%)	51.6%	24s
☐	9 Referral	1,285 (0.2%)	797 (0.25%)	62.02%	1m 02s
☐	10 Paid Social	804 (0.13%)	494 (0.16%)	61.44%	37s

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AFTER

Analytics All accounts > Ajmal-in.com Ajmal_Perfume_India - Try searching "Web overview"

Reports snapshot Realtime overview Realtime pages Business objectives Generate leads Overview Audiences User acquisition Traffic acquisition Lead acquisition Landing page User acquisition cohorts Lead disqualification and L... Drive sales Understand web and/or app L... View user engagement and r... Life cycle

Traffic acquisition: Session primary chan... Custom: 1 Jul - 31 Jul 2026

		sessions	rate	engagement time per session	sess
☒	Total	2,547,099	2,466,631	96.84%	22s
		100% of total	100% of total	Avg 0%	Avg 0%
☒	1 Organic Social	1,311,116 (51.47%)	1,278,846 (51.85%)	97.54%	10s
☒	2 Organic Search	359,581 (14.12%)	352,265 (14.28%)	97.97%	17s
☒	3 Cross-network	316,219 (12.41%)	305,625 (12.39%)	96.65%	30s
☒	4 Paid Search	187,972 (7.38%)	183,073 (7.42%)	97.39%	1m 15s
☒	5 Unassigned	143,677 (5.64%)	132,031 (5.35%)	91.89%	34s
☐	6 Paid Shopping	117,483 (4.61%)	114,927 (4.66%)	97.82%	32s
☐	7 Paid Social	66,244 (2.6%)	64,362 (2.61%)	97.16%	20s
☐	8 Direct	46,276 (1.82%)	33,578 (1.36%)	72.56%	48s
☐	9 Affiliates	5,832 (0.23%)	5,609 (0.23%)	96.18%	1m 07s
☐	10 AI Assistant	4,120 (0.16%)	4,006 (0.16%)	97.23%	41s

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+311%

Organic sessions (Jun 25 → Jul 26)

+541%

Organic search sessions

96.8%

Engagement rate, up from 49.8%

2.55M/mo

Total sessions, up from 0.63M

A social presence that sells

The figures mentioned below are a combined count from all social media platforms of the brand.
Mentioned results are organic without any paid Ads.

2,500 – 6,000

New followers

180,000 – 450,000

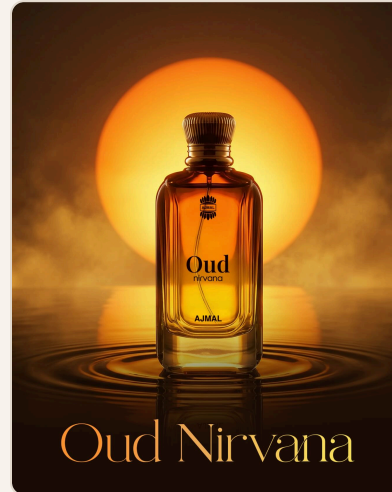
Avg. monthly reach

1.8% – 3.2%

Engagement rate

12

Campaigns run



CLIENT 2 / 11

Ajmal SA

The Saudi arm of the Ajmal fragrance house, serving a distinct regional market.

Expanding Middle Eastern Excellence Digitally

We transformed Ajmal Saudi Arabia's digital presence with a strategy built for the region's luxury fragrance market. Through SEO, content marketing, a mobile-first experience and heritage-driven storytelling, we positioned the brand as a luxury online fragrance destination — lifting online revenue from 12% to 38% of total sales and driving a 55% rise in average order value within six months.

BEFORE

Analytics All accounts > Ajmal - KSA - Active
Try searching "users today"

Realtime pages

Business objectives

Generate leads

Overview

Audiences

User acquisition

Lead acquisition

Landing page

User acquisition cohorts

Lead disqualification and L...

Drive sales

Understand web and/or app L...

View user engagement and r...

Data import

Campaign data import valida...

Life cycle

Acquisition

User acquisition: First user primary ch...

Custom 1 Nov - 30 Nov 2025

	Total users	New users	Returning users	Average engagement time per active user	Engage session per active user
Total	128,414	115,630	22,640	1m 20s	0.8
1 Direct	67,567 (52.62%)	56,291 (48.68%)	11,225 (49.58%)	1m 20s	0.7
2 Organic Social	31,693 (24.21%)	29,606 (25.6%)	3,218 (14.21%)	39s	0.6
3 Organic Search	27,147 (21.14%)	25,974 (22.46%)	7,193 (31.77%)	1m 58s	1.0
4 Paid Search	1,383 (1.01%)	1,118 (0.97%)	468 (2.07%)	2m 13s	1.2
5 Unassigned	1,136 (0.88%)	1,034 (0.89%)	191 (0.84%)	1m 14s	0.7
6 Cross-network	1,079 (0.84%)	1,071 (0.93%)	261 (1.15%)	2m 00s	1.0
7 Referral	287 (0.22%)	268 (0.23%)	42 (0.19%)	2m 23s	1.0
8 Paid Shopping	119 (0.09%)	12 (0.05%)	12 (0.05%)	40s	0.7
9 Paid Social	114 (0.09%)	68 (0.06%)	45 (0.2%)	1m 41s	1.1
10 Organic Shopping	81 (0.06%)	77 (0.07%)	18 (0.08%)	1m 35s	0.9

Contact Us - Google Business Profile help
How do you get Google.com/business/enhance?

AFTER

Analytics All accounts > Ajmal - KSA - Active
Try searching "users today"

Realtime pages

Business objectives

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Overview

Audiences

User acquisition

Lead acquisition

Landing page

User acquisition cohorts

Lead disqualification and L...

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Understand web and/or app L...

View user engagement and r...

Data import

Campaign data import valida...

Life cycle

Acquisition

User acquisition: First user primary chan...

Custom 1 Jul - 31 Jul 2026

	Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user
Total	207,757	127,132	29,950	1m 03s	1.17
1 Organic Social	81,140 (29.89%)	36,865 (29%)	8,373 (27.96%)	34s	1.13
2 Organic Search	69,335 (28.58%)	36,504 (28.71%)	5,639 (18.83%)	42s	1.04
3 Paid Search	27,500 (19.98%)	26,157 (20.57%)	8,470 (28.28%)	1m 57s	1.39
4 Direct	13,156 (9.56%)	12,140 (9.55%)	3,501 (11.69%)	1m 27s	1.31
5 Cross-network	6,818 (4.95%)	6,194 (4.87%)	2,019 (6.74%)	1m 45s	1.37
6 Paid Social	4,286 (3.11%)	4,073 (3.2%)	654 (2.18%)	26s	1.09
7 Paid Shopping	3,878 (2.82%)	3,642 (2.86%)	1,030 (3.44%)	1m 14s	1.27
8 Unassigned	801 (0.58%)	741 (0.58%)	140 (0.47%)	40s	1.16
9 AI Assistant	691 (0.5%)	681 (0.54%)	60 (0.2%)	56s	1.03
10 Referral	100 (0.07%)	95 (0.07%)	20 (0.07%)	1m 17s	1.10

+158%

Organic users (Nov 25 → Jul 26)

+155%

Organic search users

72%

Share of users from organic

207.7K/mo

Total users, up from 128.4K

CLIENT 3 / 11

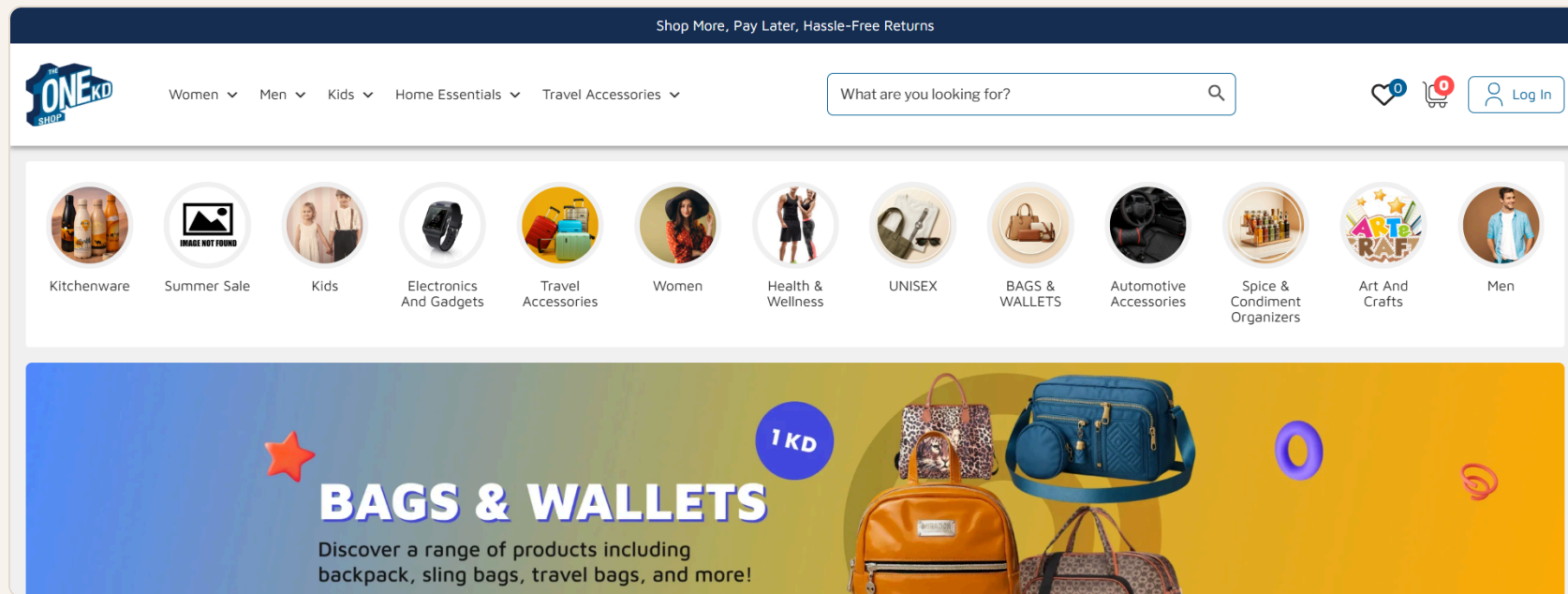
One KD

A one-price deals store in Kuwait built around high-volume, impulse purchases.

A storefront built to convert

One KD Shop's store was stuck on WordPress 4 — outdated, insecure, and selling from a bare catalogue with no variations or wishlist. Hats-Off rebuilt it on the latest WordPress with WooCommerce, adding Best Sellers, Most Viewed and One KD Popular Products sections, full product variations and wishlists.

Launched in 2025, with the partnership continuing under AMC.



Built fast, built to scale

8 Wks

Development time

4

Developers on the build

2.5+ yrs

Avg. team experience

• BEFORE

- **Running on WordPress 4** — a severely outdated version, years behind on security patches, speed and plugin compatibility, putting the store at constant risk.
- **A bare-minimum catalogue** — products were simply listed with no merchandising: no Best Sellers, no popular picks, nothing guiding shoppers toward what to buy.
- **No product variations** — items with multiple options couldn't be presented properly, forcing clunky workarounds and confusing the buying decision.
- **No wishlist** — shoppers who weren't ready to buy had no way to save products, so the store lost them the moment they left.

• AFTER

- **Rebuilt on WordPress 7.0 with WooCommerce** — the latest version of the platform: faster, secure, and fully future-ready.
- **Merchandising built in** — dedicated **Best Sellers**, **Most Viewed** and **One KD Popular Products** sections that surface the right products and drive discovery from the homepage itself.
- **Full product variations** — options built properly into every product, making choices clear and reducing drop-offs.
- **Wishlist functionality** — shoppers save products for later, giving the store return visits and repeat sales instead of lost sessions.

Democratizing Quality, Dominating Kuwait's E-commerce

We helped One KD Shop shift its story from low prices to exceptional value. Through SEO, content marketing and brand-led storytelling, we positioned the platform as a trusted destination for everyday essentials at a fixed 1 KWD — highlighting partnerships with leading brands and optimising the customer journey to cut acquisition costs by 40% and reach a 52% repeat purchase rate in five months.

BEFORE

Analytics | All accounts > The One KD Shop | The One KD Shop - | Try searching "URL builder + UTM"

Traffic acquisition: Session primary channel group (Default c... | Custom: 1 Oct - 31 Oct 2025

	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count	Key event
Total	6,526	2,776	42.54%	1m 08s	10.66	69,542	
1 Direct	3,957 (60.63%)	1,188 (42.8%)	30.02%	29s	6.67	26,388 (37.95%)	0.
2 Organic Social	1,615 (24.75%)	1,090 (39.27%)	67.49%	1m 50s	16.04	25,904 (37.25%)	0.
3 Organic Search	671 (10.28%)	494 (17.8%)	73.62%	3m 40s	24.99	16,771 (24.12%)	0.
4 Unassigned	234 (3.59%)	3 (0.11%)	1.28%	16s	1.74	408 (0.59%)	0.
5 Referral	8 (0.12%)	4 (0.14%)	50%	54s	7.75	62 (0.09%)	0.
6 Paid Search	2 (0.03%)	0 (0%)	0%	0s	3.00	6 (<0.01%)	0.
7 Cross-network	1 (0.02%)	0 (0%)	0%	0s	3.00	3 (<0.01%)	0.

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AFTER

Analytics | All accounts > The One KD Shop | The One KD Shop - | Try searching "URL builder + UTM"

Traffic acquisition: Session primary channel group (Default c... | Custom: 1 Jul - 31 Jul 2026

	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count	Key event
Total	5,080	1,815	58.93%	2m 50s	18.14	55,868	6
1 Organic Search	3,166 (37.86%)	708 (39.01%)	60.72%	2m 49s	18.47	21,541 (38.56%)	22.00 (35.5%)
2 Direct	1,162 (37.73%)	581 (32.01%)	50%	1m 56s	12.36	14,362 (25.71%)	26.00 (41.7%)
3 Organic Social	673 (21.85%)	499 (27.49%)	74.15%	4m 30s	28.33	19,069 (34.13%)	11.00 (17.7%)
4 AI Assistant	26 (0.84%)	19 (1.05%)	73.08%	1m 45s	14.27	371 (0.66%)	3.00 (4.1%)
5 Unassigned	8 (0.26%)	2 (0.11%)	25%	6m 50s	35.13	281 (0.5%)	0.00
6 Paid Search	6 (0.19%)	4 (0.22%)	66.67%	1m 28s	5.33	32 (0.06%)	0.00
7 Paid Social	3 (0.1%)	3 (0.17%)	100%	10m 54s	56.67	170 (0.3%)	0.00
8 Referral	3 (0.1%)	3 (0.17%)	100%	2m 11s	14.00	42 (0.08%)	0.00

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+372%

Organic search sessions (Oct 25 → Jul 26)

37.9%

Share of sessions from organic search, up from 10.3%

58.9%

Engagement rate, up from 42.5%

3,839/mo

Total organic sessions, up from 2,286

A social presence that sells

The figures mentioned bellow are a combined count from all social media platforms of the brand.
Mentioned results are organic without any paid Ads.

150 – 450

New followers

8,000 – 22,000

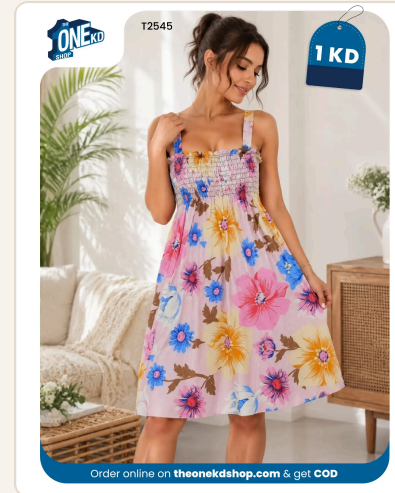
Avg. monthly reach

2.1% – 4.5%

Engagement rate

5

Campaigns run



Reliable, connected infrastructure

99.9%

Uptime

711ms

LCP

1.5s

Full page load

99%

Performance

A

Grade

94%

Structure

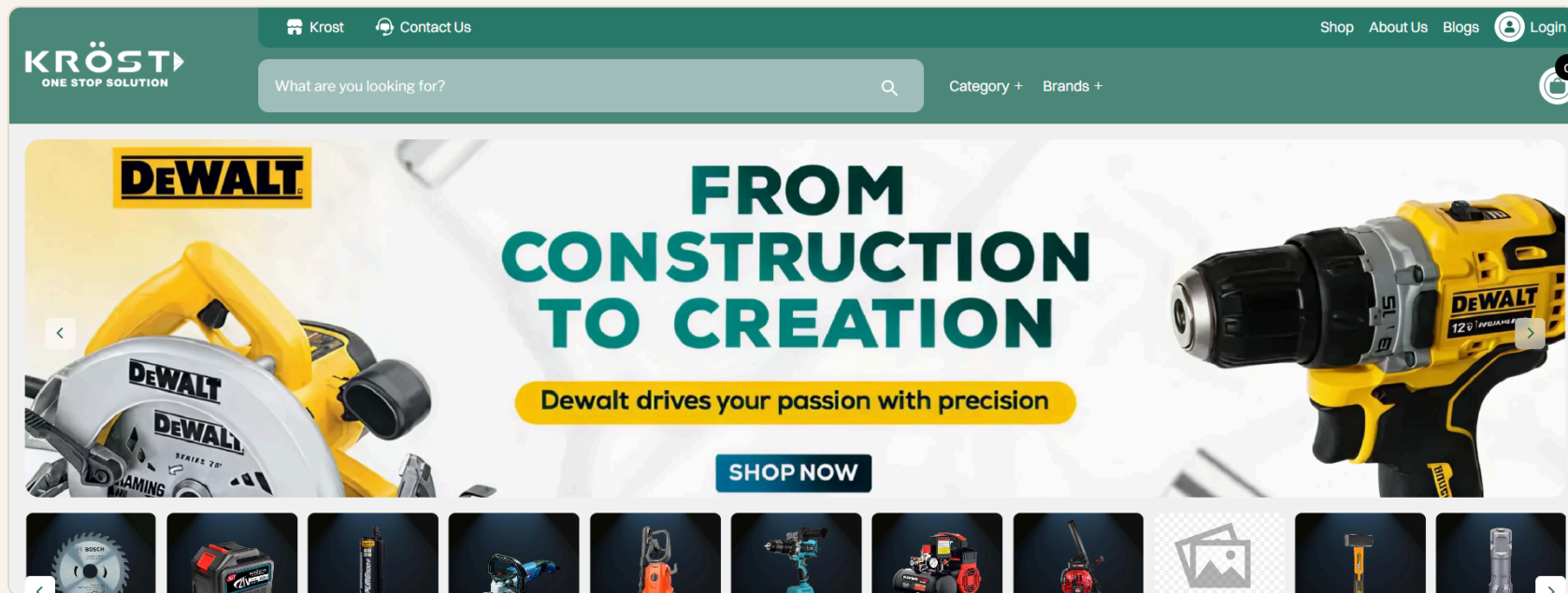
CLIENT 4 / 11

AtoZ

A multi-category online marketplace spanning everyday essentials to electronics.

A storefront built to convert

A to Z Shop went from fighting its own platform to running it — a store the team manages independently, a shopping journey that guides discovery, and checkout innovations like OTP login, WhatsApp updates and 10% partial payments that remove every excuse not to buy. The AMC partnership since 2021 keeps it evolving.



Built fast, built to scale

5 Wks

Development time

4

Developers on the build

3+ yrs

Avg. team experience

• BEFORE

- **Trapped on Magento** — a heavy platform the client's team found very difficult to manage; every catalogue update and change depended on technical intervention.
- **No discovery layer** — no popular searches, no featured brands, no curated deals; shoppers had to know what they wanted before they arrived.
- **Friction-heavy user journey** — conventional login and no order communication loop, leaving customers in the dark between checkout and delivery.
- **Full payment or nothing** — customers had to pay the entire amount upfront, a real barrier for higher-value orders.

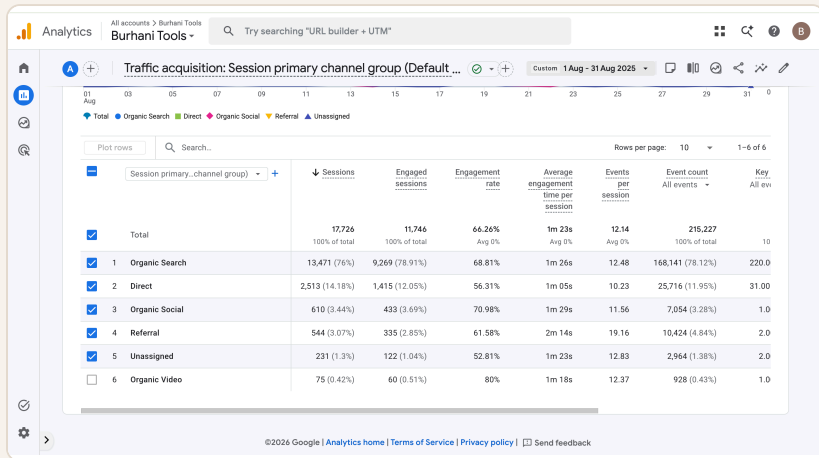
• AFTER

- **Complete replatform to WordPress** — the entire store rebuilt on WordPress + WooCommerce, giving the client's own team full, easy control over products, content and pricing.
- **A proper discovery layer** — Popular Searches, Featured Brands, Discover Krost Products and Deals You Don't Want to Miss sections that guide shoppers from the homepage to the right products.
- **Frictionless entry with Mobile OTP** — customers log in or register with just their mobile number and OTP — no passwords, no drop-offs at the door.
- **WhatsApp order journey** — automated WhatsApp updates at order confirmation, shipment and completion, keeping customers informed on the channel they actually check.
- **Partial Payment innovation** — a custom-built payment flow where customers pay just 10% upfront and the balance on delivery — lowering the commitment barrier and unlocking orders that full prepayment would have lost.

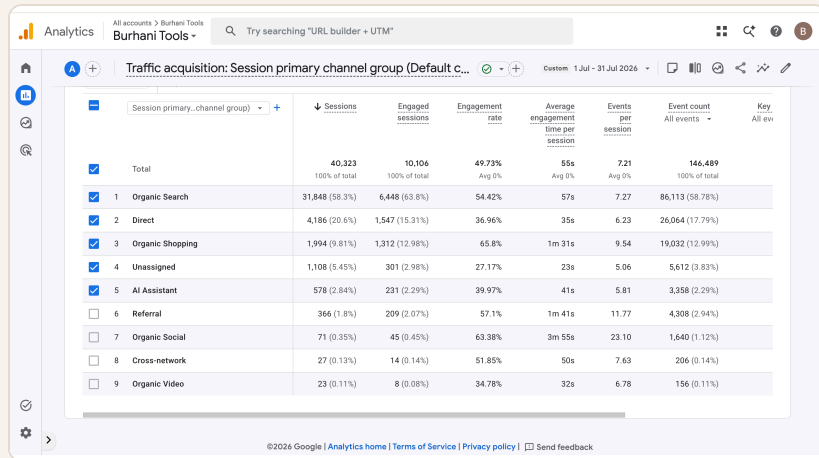
Authentic Value, Personalized Shopping Experience

We helped AtoZ (Burhani Tools) build a strong digital presence in India's competitive e-commerce market through SEO, content marketing and personalised shopping experiences. Optimised search visibility, stronger category pages and AI-driven product recommendations lifted average order value by 38% and repeat purchase rate to 61% within six months.

BEFORE



AFTER



+140%

Organic sessions (Aug 25 → Jul 26)

+136%

Organic search sessions

84%

Share of sessions from organic

40.3K/mo

Total sessions, up from 17.7K

A social presence that sells

The figures mentioned below are a combined count from all social media platforms of the brand.
Mentioned results are organic without any paid Ads.

100 – 300

New followers

5,000 – 15,000

Avg. monthly reach

1.5% – 3.8%

Engagement rate

3

Campaigns run

KROST
ONE STOP SOLUTION

Powerful Tools

Zero Excuses.

- Construction
- Automotive
- Metalwork
- Woodworking

Best seller on [amazon.in](#)

Now also available on [www.krost.in](#)

KROST
ONE STOP SOLUTION

PRECISE AND CONTROLLED HEAT!

Unleash the power of KROST'S Hot Air Gun Machine.

2000 Watt | Corded

220°C-650°C Heat Settings

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Now also available on [www.krost.in](#)

KROST
ONE STOP SOLUTION

SHINES EVEN IN THE DARK!

Cordless Hammer, Impact Drill Machine Kit

50 Nm Torque | 2 Speed Mode

3 Mode Setting | 20Ah Battery

21V

Best seller on [amazon.in](#)

Now also available on [www.krost.in](#)

KROST
ONE STOP SOLUTION

GRIND, POLISH, CUT PRECISELY!

Our Cordless Angle Grinder Machine meets all requirements

Best seller on [amazon.in](#)

Now also available on [www.krost.in](#)

Reliable, connected infrastructure

99.9%

Uptime

2.5s

LCP

6.9s

Full page load

76%

Performance

B

Grade

90%

Structure

CLIENT 5 / 11

My Perfumes

A UAE fragrance brand with a wide portfolio across mass and premium tiers.

Niche Fragrance Expertise Meets UAE Luxury

We helped My Perfumes strengthen its position in the UAE's luxury fragrance market through SEO, content marketing and brand storytelling. Educational content around fragrance craftsmanship, oud traditions and exclusive collections positioned the brand as a trusted destination for niche perfumes, improving conversion rates by 52% and average order value by 48%.

BEFORE

Analytics All accounts > My Perfumes My Perfumes - Try searching "users today"

User acquisition: First user primary channel group (Default chan... Custom 1 Sept - 30 Sept 2025

	Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count All events	Key metric
Total	31,206	27,419	8,084	1m 23s	0.97	419,556	
1 Organic Search	17,799 (57.04%)	15,303 (55.81%)	5,110 (63.21%)	1m 33s	1.07	251,348 (59.91%)	9,618.0
2 Direct	9,278 (29.73%)	8,297 (30.26%)	2,259 (27.94%)	1m 17s	0.91	126,183 (30.08%)	5,338.0
3 Paid Search	1,314 (4.21%)	1,009 (3.68%)	524 (6.48%)	2m 11s	1.17	25,753 (6.14%)	1,439.0
4 Paid Other	1,096 (3.51%)	1,088 (3.97%)	44 (0.54%)	0s	0.15	3,899 (0.93%)	2.0
5 Referral	585 (1.87%)	519 (1.89%)	115 (1.42%)	34s	0.79	4,782 (1.14%)	73.0
6 Cross-network	526 (1.69%)	515 (1.88%)	30 (0.37%)	34s	0.70	3,461 (0.82%)	113.0
7 Paid Social	274 (0.88%)	270 (0.98%)	12 (0.15%)	12s	0.41	1,405 (0.33%)	9.0
8 Organic Social	217 (0.7%)	217 (0.79%)	2 (0.02%)	11s	0.75	1,112 (0.27%)	7.0
9 Unassigned	202 (0.65%)	200 (0.73%)	16 (0.2%)	40s	0.70	1,610 (0.38%)	31.0
10 Organic Video	1 (<0.01%)	1 (<0.01%)	0 (0%)	0s	0.00	3 (<0.01%)	

AFTER

Analytics All accounts > My Perfumes My Perfumes - Try searching "users today"

User acquisition: First user primary channel group (Default chan... Custom 1 Jul - 31 Jul 2026

	users	engagement time per active user	sessions per active user	All events	Key metric
Total	54,642	30,879	7,548	1m 14s	0.87
1 Organic Search	35,209 (43.9%)	13,032 (42.2%)	4,579 (60.67%)	1m 42s	1.06
2 Direct	13,227 (38.18%)	12,380 (40.09%)	1,629 (21.58%)	36s	0.65
3 Paid Search	2,853 (8.24%)	2,369 (7.67%)	873 (11.57%)	1m 52s	1.03
4 Cross-network	1,299 (3.75%)	1,239 (4.01%)	286 (3.79%)	1m 34s	0.98
5 AI Assistant	522 (1.51%)	494 (1.6%)	83 (1.1%)	48s	0.81
6 Display	433 (1.25%)	432 (1.4%)	23 (0.3%)	1m 09s	0.52
7 Referral	389 (1.12%)	346 (1.12%)	80 (1.06%)	56s	0.87
8 Organic Social	271 (0.78%)	272 (0.88%)	7 (0.09%)	23s	0.52
9 Unassigned	189 (0.55%)	184 (0.6%)	6 (0.08%)	7s	0.18
10 Paid Social	126 (0.36%)	121 (0.39%)	2 (0.03%)	26s	0.60

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+97%

Organic users (Sept 25 → Jul 26)

+98%

Organic search users

65%

Share of users from organic

54.6K/mo

Total users, up from 31.2K

A social presence that sells

The figures mentioned below are a combined count from all social media platforms of the brand.

Mentioned results are organic without any paid Ads.

1,200 – 3,500

New followers

90,000 – 220,000

Avg. monthly reach

2.2% – 3.9%

Engagement rate

16

Campaigns run



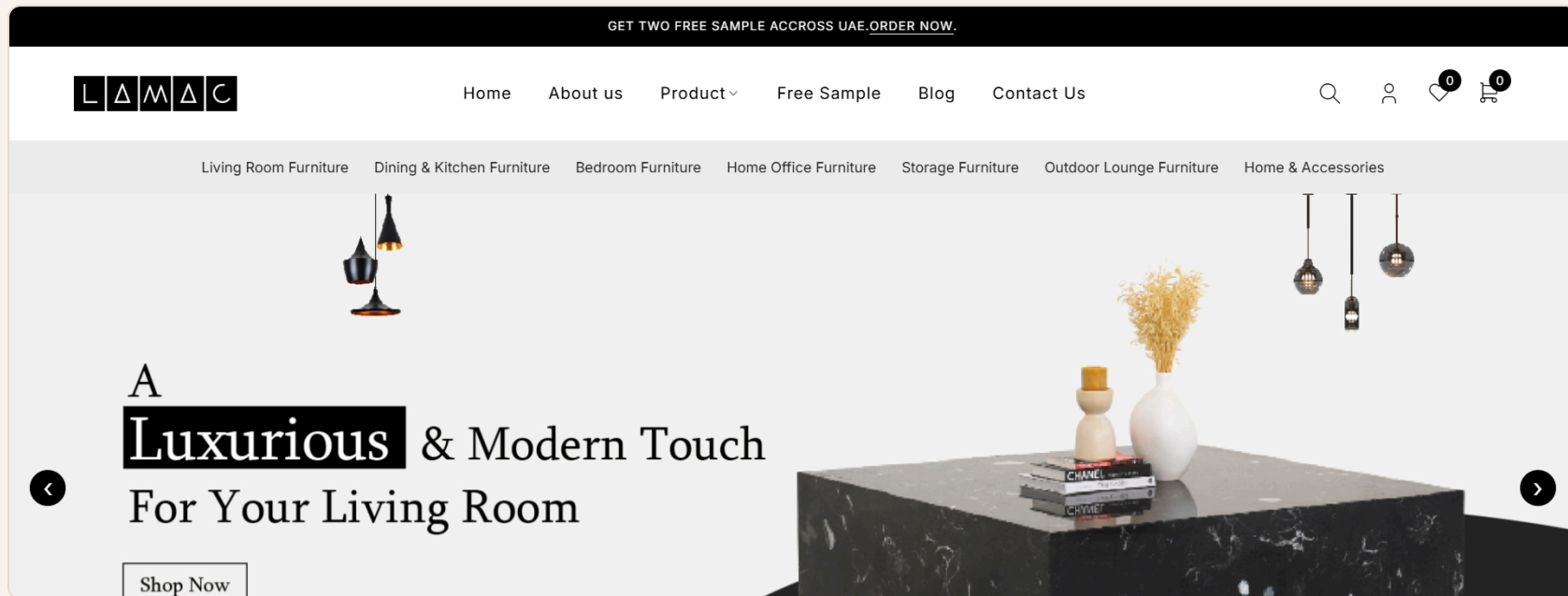
CLIENT 6 / 11

Lamac

A fashion and lifestyle label selling direct to a young, mobile-first audience.

A luxury shopping experience with complete control

The previous Magento website showcased LAMAC's premium furniture collection but made content management and advanced customization difficult. We rebuilt the platform in WordPress with a refined luxury aesthetic, a smoother shopping journey, and custom merchandising tools, giving the client complete flexibility to manage products while improving performance, SEO, and the overall customer experience.



Built fast, built to scale

8 Wks

Development time

2

Developers on the build

4+ yrs

Avg. team experience

• THE CHALLENGE

- **Magento's complexity** — the existing platform made website updates and content management difficult for the client.
- **Limited customization** — implementing business-specific features required significant development effort.
- **Conventional shopping experience** — the website lacked the premium user journey expected from a luxury furniture brand.
- **Weak SEO merchandising** — category and product listing pages couldn't be optimized for targeted SEO keywords.
- **Performance constraints** — the platform required optimization to deliver a faster, smoother browsing experience.

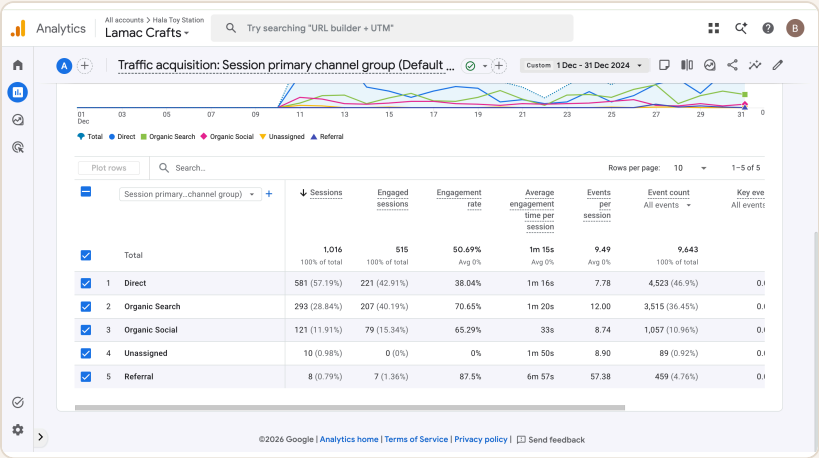
• WHAT WE BUILT

- **WordPress migration** — rebuilt the website on WordPress, giving the client complete control over products, content and ongoing updates.
- **Luxury-focused UI/UX** — a premium shopping experience that better reflects LAMAC's handcrafted furniture and home décor brand.
- **Custom SEO listing engine** — a custom plugin that generates SEO-optimized product listing pages for targeted keyword rankings.
- **Performance optimization** — improved page speed and responsiveness for a smoother experience across all devices.
- **Flexible custom development** — bespoke features and workflows tailored to the client's business requirements, enabling future scalability.

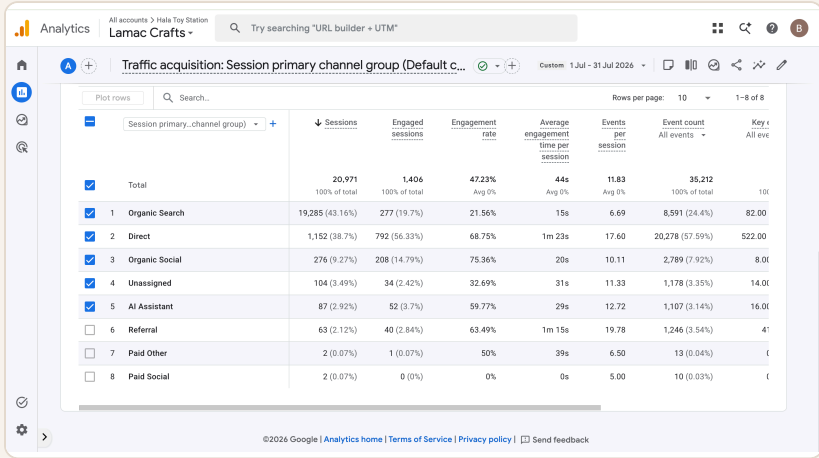
Retail Experience Redefined Digitally

We helped Lamac bring its luxury retail experience into the digital space through SEO, premium content and personalised customer journeys. Stronger organic visibility, experience-led content and a better online shopping journey positioned Lamac as a trusted luxury destination in the UAE, lifting conversion rates by 45% and customer lifetime value by 62%.

BEFORE



AFTER



47×

Organic sessions (Dec 24 → Jul 26)

66×

Organic search sessions

93%

Share of sessions from organic

21.0K/mo

Total sessions, up from 1.0K

A social presence that sells

The figures mentioned below are a combined count from all social media platforms of the brand.
Mentioned results are organic without any paid Ads.

200 – 500

New followers

12,000 – 35,000

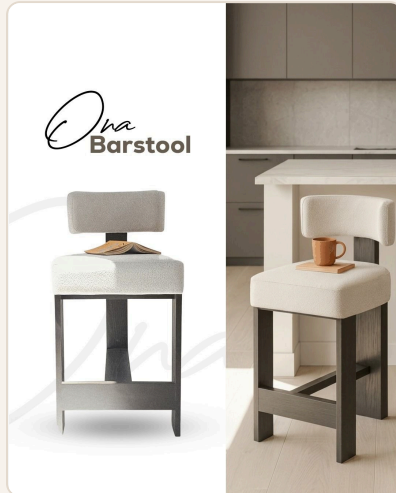
Avg. monthly reach

2.5% – 5.0%

Engagement rate

7

Campaigns run



Reliable, connected infrastructure

99.9%

Uptime

4.0s

LCP

9s

Full page load

71%

Performance

B

Grade

83%

Structure

CLIENT 7 / 11

CasaMilano

A home, interiors and sanitaryware brand selling considered, high-ticket products.

Italian Heritage Meets Digital Affluence

We helped CasaMilano expand its global digital presence through SEO, luxury-focused content and heritage-led storytelling. Search visibility across international markets and content around authentic Italian craftsmanship, artisan heritage and luxury design positioned CasaMilano for discerning buyers, lifting average order value by 85% and conversion rates by 54%.

BEFORE

Analytics All accounts > Casa Milano Casa Milano - Try searching "URL builder + UTM"

Traffic acquisition: Session primary channel group (Default c... Custom 1 Apr - 30 Apr 2026

Plot rows Search...

Rows per page: 10 1-7 of 7

	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count	Key event
Total	2,198	1,098	49.95%	57s	9.19	20,208	
1 Direct	1,084 (49.32%)	402 (36.61%)	37.08%	34s	6.88	7,458 (36.91%)	0.0
2 Organic Search	846 (38.49%)	560 (51%)	66.19%	1m 21s	11.90	10,069 (49.83%)	0.0
3 Organic Shopping	81 (3.69%)	51 (4.64%)	62.96%	1m 55s	11.70	948 (4.69%)	0.0
4 Unassigned	77 (3.5%)	25 (2.28%)	32.47%	1m 00s	9.17	706 (3.49%)	0.0
5 Referral	70 (3.18%)	37 (3.37%)	52.86%	1m 32s	10.99	769 (3.81%)	0.0
6 Organic Social	36 (1.64%)	23 (2.09%)	63.89%	16s	6.33	228 (1.13%)	0.0
7 Paid Search	10 (0.45%)	0 (0%)	0%	0s	3.00	30 (0.15%)	0.0

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AFTER

Analytics All accounts > Casa Milano Casa Milano - Try searching "URL builder + UTM"

Traffic acquisition: Session primary channel group (Default c... Custom 1 Jul - 31 Jul 2026

Plot rows Search...

	sessions	rate	engagement time per session	per session	All event
Total	15,935	7,124	44.71%	51s	10.24
1 Organic Search	4,722 (29.63%)	3,000 (42.11%)	63.53%	1m 20s	13.65
2 Direct	3,295 (20.68%)	1,127 (15.82%)	34.2%	39s	10.34
3 Paid Social	2,672 (16.77%)	288 (4.04%)	10.78%	4s	3.58
4 Paid Search	1,356 (8.51%)	895 (12.56%)	66%	1m 41s	15.66
5 Display	938 (5.89%)	318 (4.46%)	33.9%	13s	4.42
6 Referral	533 (3.34%)	330 (4.63%)	61.91%	1m 11s	10.22
7 Organic Shopping	447 (2.81%)	303 (4.25%)	67.79%	1m 43s	19.68
8 Paid Shopping	419 (2.63%)	203 (2.85%)	48.45%	37s	7.68
9 Paid Other	406 (2.55%)	62 (0.87%)	15.27%	4s	3.53
10 Unassigned	345 (2.17%)	161 (2.26%)	46.67%	54s	11.65

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+437%

Organic sessions (Apr → Jul 26)

+458%

Organic search sessions

3,000

Engaged organic search sessions/mo, up from 560

15.9K/mo

Total sessions, up from 2.2K

A social presence that sells

The figures mentioned bellow are a combined count from all social media platforms of the brand.
Mentioned results are organic without any paid Ads.

800 – 2,200

New followers

60,000 – 160,000

Avg. monthly reach

1.6% – 3.5%

Engagement rate

8

Campaigns run



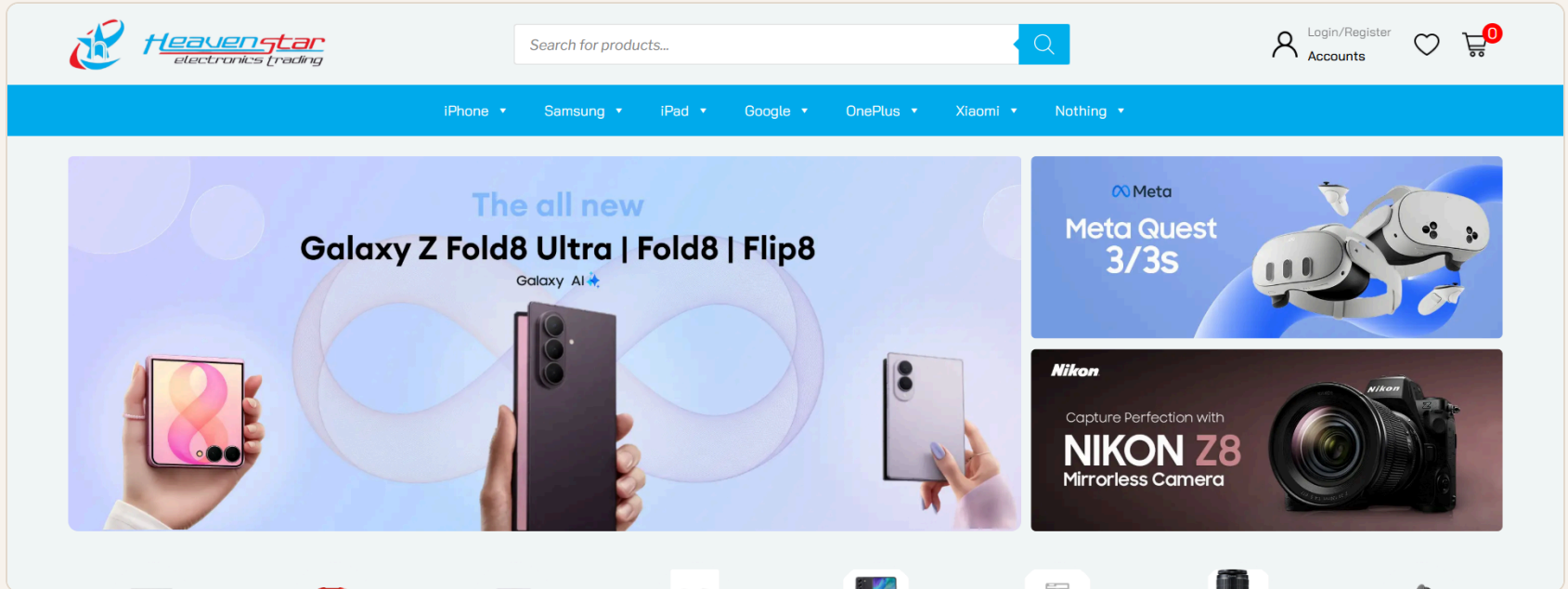
CLIENT 8 / 11

Heavenstar

A consumer-electronics retailer competing on range, price and after-sales trust.

Smarter product discovery for a growing electronics store

Heaven Star Electronics already offered a wide range of genuine branded electronics but needed enhancements to improve product sharing, SEO, and the overall shopping experience. We extended the existing WordPress platform with custom functionality that makes product variations easily shareable and developed SEO-focused product listing tools, creating a more discoverable, user-friendly, and conversion-focused eCommerce experience.



Built fast, built to scale

8 Wks

Development time

4

Developers on the build

5+ yrs

Avg. team experience

• THE CHALLENGE

- **WooCommerce limitation** — product variations couldn't be accessed or shared through unique URLs.
- **SEO growth constraints** — the platform lacked the ability to create dynamic, keyword-focused product listing pages.
- **Customer friction** — recipients of shared product links had to manually select the desired variation again.
- **Need for scalable customization** — the client required functionality beyond standard WordPress capabilities.
- **Balancing flexibility with performance** — new features needed to integrate seamlessly without affecting the shopping experience.

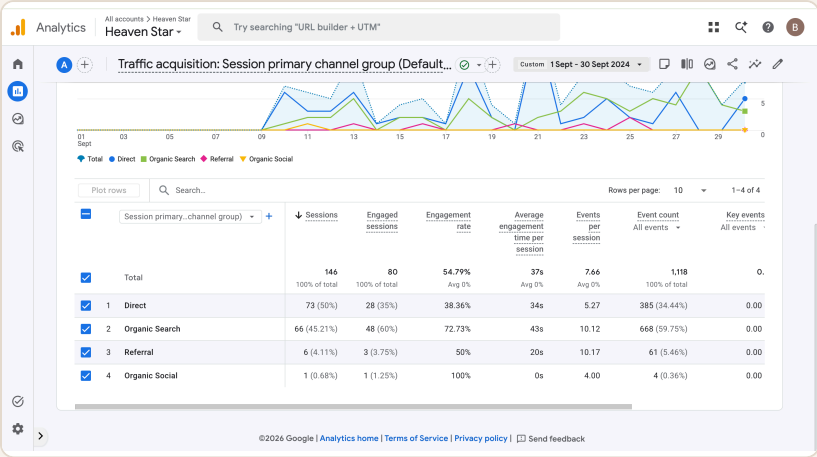
• WHAT WE BUILT

- **Variation deep-linking system** — custom functionality that generates unique URLs for each product variation and automatically loads the selected variation when opened.
- **Custom SEO page generator** — a plugin that builds SEO-optimized product listing pages around targeted keywords.
- **Advanced WooCommerce customization** — extended core functionality without compromising stability or usability.
- **Improved shopping journey** — simpler product sharing and fewer steps for customers arriving from shared links.
- **Scalable architecture** — reusable custom solutions that support future growth and ongoing SEO expansion.

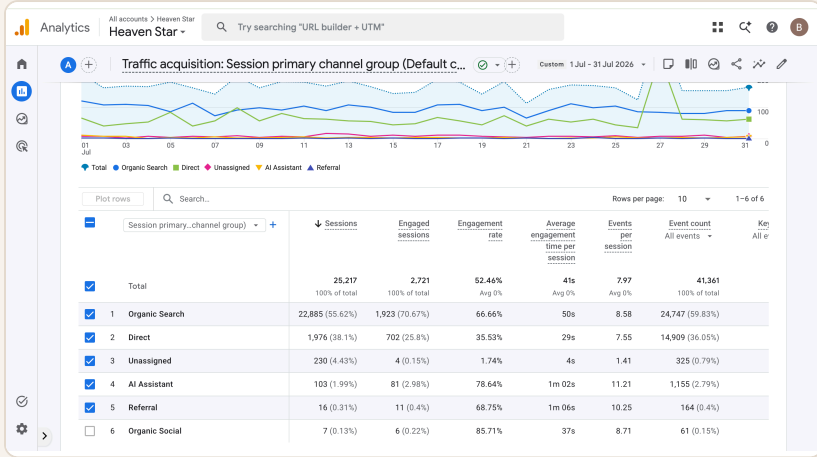
Electronics Excellence, Authentic Expertise Hub

We helped Heavenstar Electronics build a stronger presence in the UAE's competitive electronics market through SEO, content marketing and expertise-driven storytelling. Detailed product guides, comparisons and expert reviews positioned Heavenstar as a trusted source for informed purchase decisions and improved conversion rates by 44%, building loyalty on trust rather than price.

● BEFORE



● AFTER



342×

Organic sessions (Sept 24 → Jul 26)

347×

Organic search sessions

91%

Share of sessions from organic

25.2K/mo

Total sessions, up from 146

Reliable, connected infrastructure

99.9%

Uptime

1.9s

LCP

5.5s

Full page load

76%

Performance

B

Grade

84%

Structure

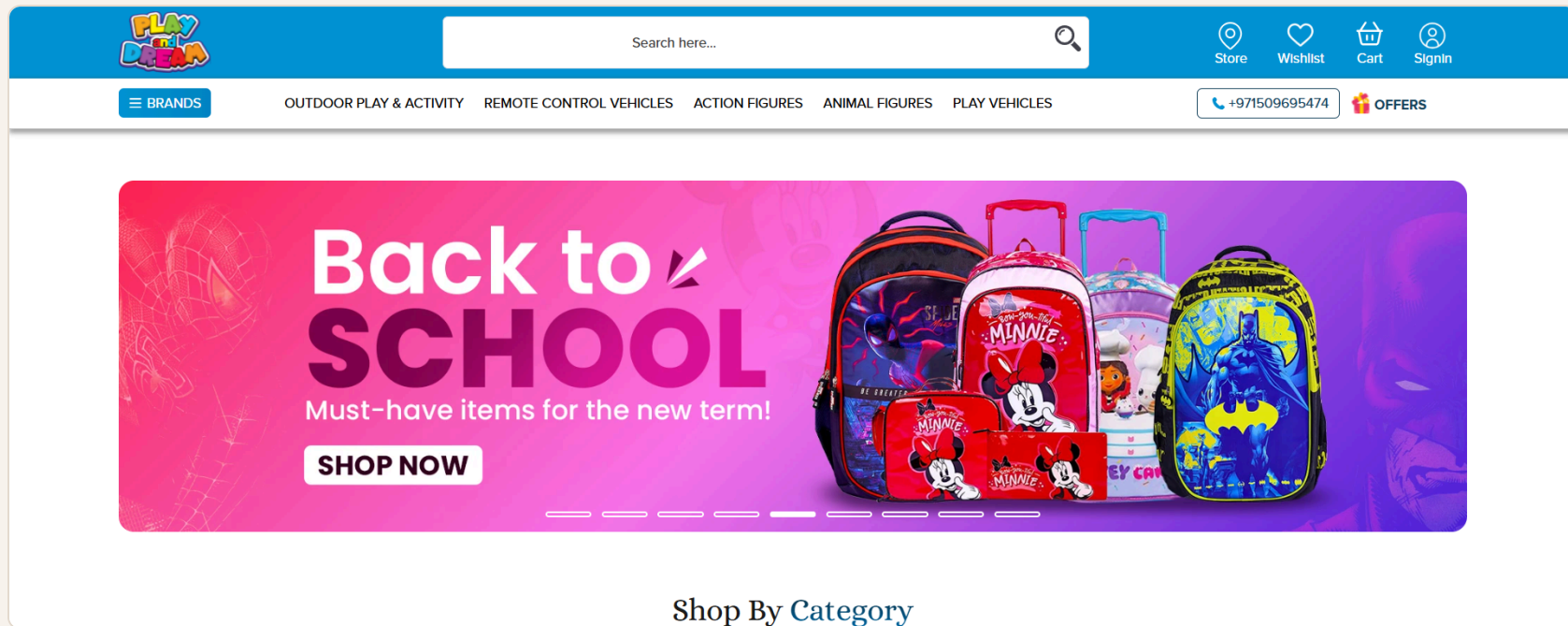
CLIENT 9 / 11

Play & Dreams

A kids' toys and play-essentials D2C store, built for gifting-season demand.

A More Engaging Experience for Families

A fun, modern storefront where parents can browse indoor play areas, birthday parties, camps and family activities with ease — clear navigation and vibrant visuals make it simple to discover services, book experiences and keep up with events.



Built fast, built to scale

5 Wks

Development time

6

Developers on the build

7+ yrs

Avg. team experience

• BEFORE

- **Scattered services** — play areas, parties, camps, cafés and events spread across unrelated sections.
- **Buried details** — activities, pricing, timings, locations and booking took several pages to piece together.
- **Dated interface** — limited visual hierarchy left key information and calls-to-action unnoticed.
- **Inconsistent layouts** — sections varied in structure, so content was hard to scan.
- **Weak discoverability** — service pages had little search optimisation.

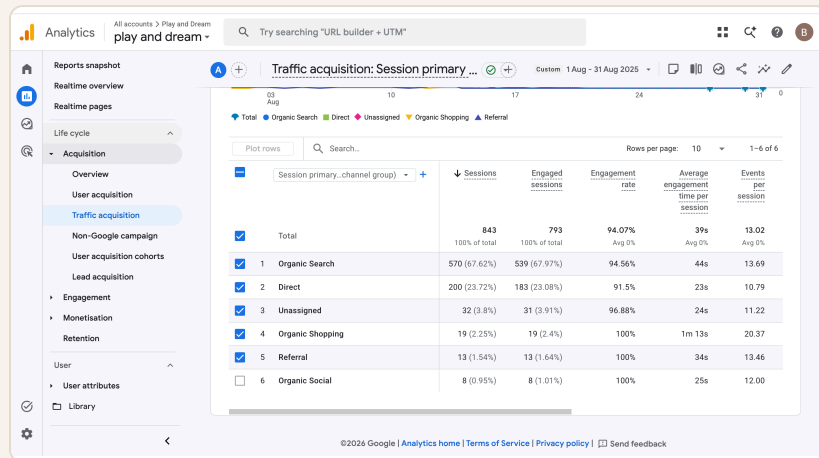
• AFTER

- **Clear categories** — services grouped so parents find the right experience fast.
- **Streamlined journey** — discovery to enquiry and booking with minimal effort.
- **Modern, responsive UI** — colourful, readable and engaging across desktop and mobile.
- **Structured content** — clear sections, engaging visuals and concise descriptions of every offering.
- **Unified design system** — consistent across activities, events, party packages, galleries and forms.
- **SEO-friendly structure** — hierarchy, metadata, headings and internal linking tuned for play, party and kids' activity searches.

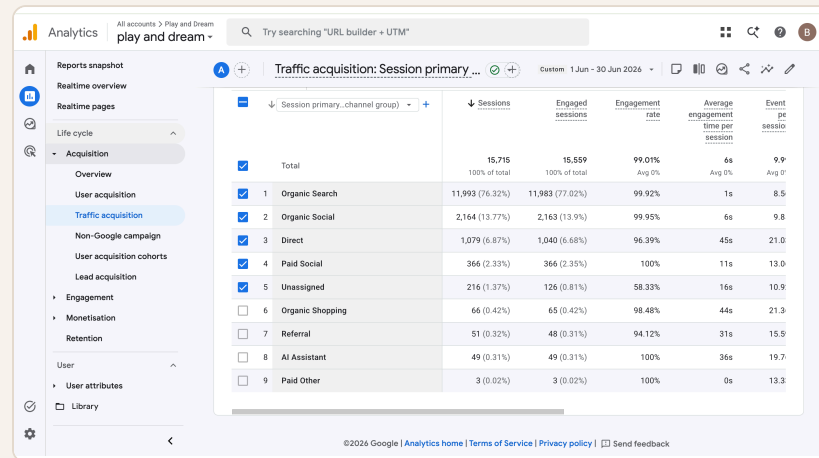
Playful Innovation, Authentic Family Values

We helped Play and Dream strengthen its digital presence by positioning the brand around parental trust, child development and quality-driven play experiences. Through SEO, content marketing and educational storytelling built on safety standards, product benefits and expert-backed guidance for parents, we improved conversion rates by 51% and reached a 56% repeat purchase rate.

BEFORE



AFTER



24x

Organic sessions (Aug 25 → Jun 26)

21x

Organic search sessions

90%

Share of sessions from organic

15.7K/mo

Total sessions, up from 843

A social presence that sells

The figures mentioned below are a combined count from all social media platforms of the brand.
Mentioned results are organic without any paid Ads.

300 – 800

New followers

18,000 – 45,000

Avg. monthly reach

2.8% – 5.2%

Engagement rate

2

Campaigns run



CLIENT 10 / 11

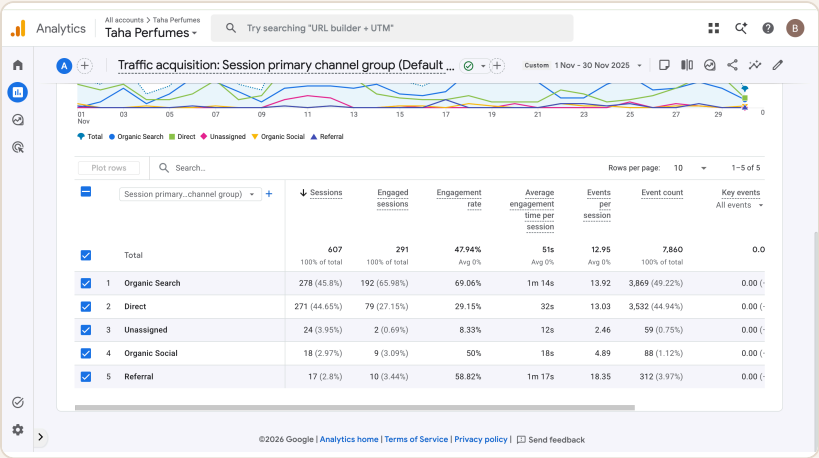
Taha Perfumes

A perfume house with an in-house line and a strong regional following.

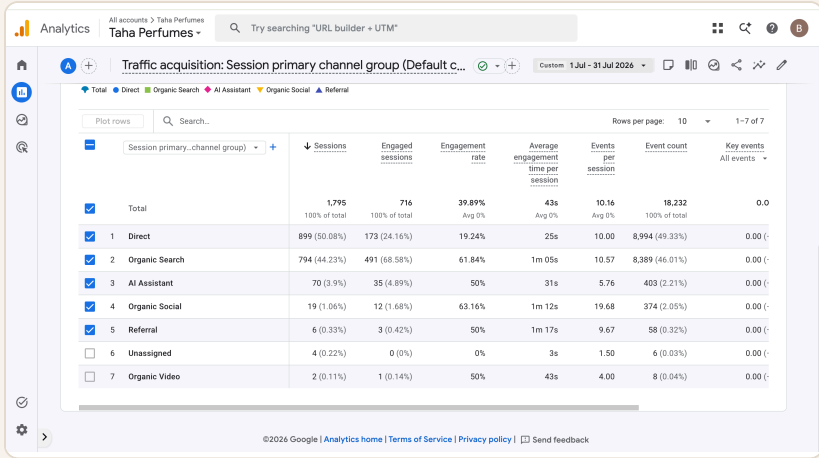
Artisan Fragrance Craft, Authentic Tradition

We helped Taha Perfumes strengthen its digital presence by highlighting its authentic craftsmanship and traditional fragrance expertise. Through SEO, content marketing and educational storytelling, we positioned the brand as a trusted destination for enthusiasts seeking genuine oud and artisanal perfumes — improving conversion rates by 58% and reaching a 62% repeat purchase rate through personalised digital experiences.

● BEFORE



● AFTER



+175%

Organic sessions (Nov 25 → Jul 26)

+186%

Organic search sessions

491

Engaged organic search sessions/mo, up from 192

1,795/mo

Total sessions, up from 607

A social presence that sells

The figures mentioned below are a combined count from all social media platforms of the brand.
Mentioned results are organic without any paid Ads.

150 – 400

New followers

7,500 – 20,000

Avg. monthly reach

2.0% – 4.2%

Engagement rate

8

Campaigns run



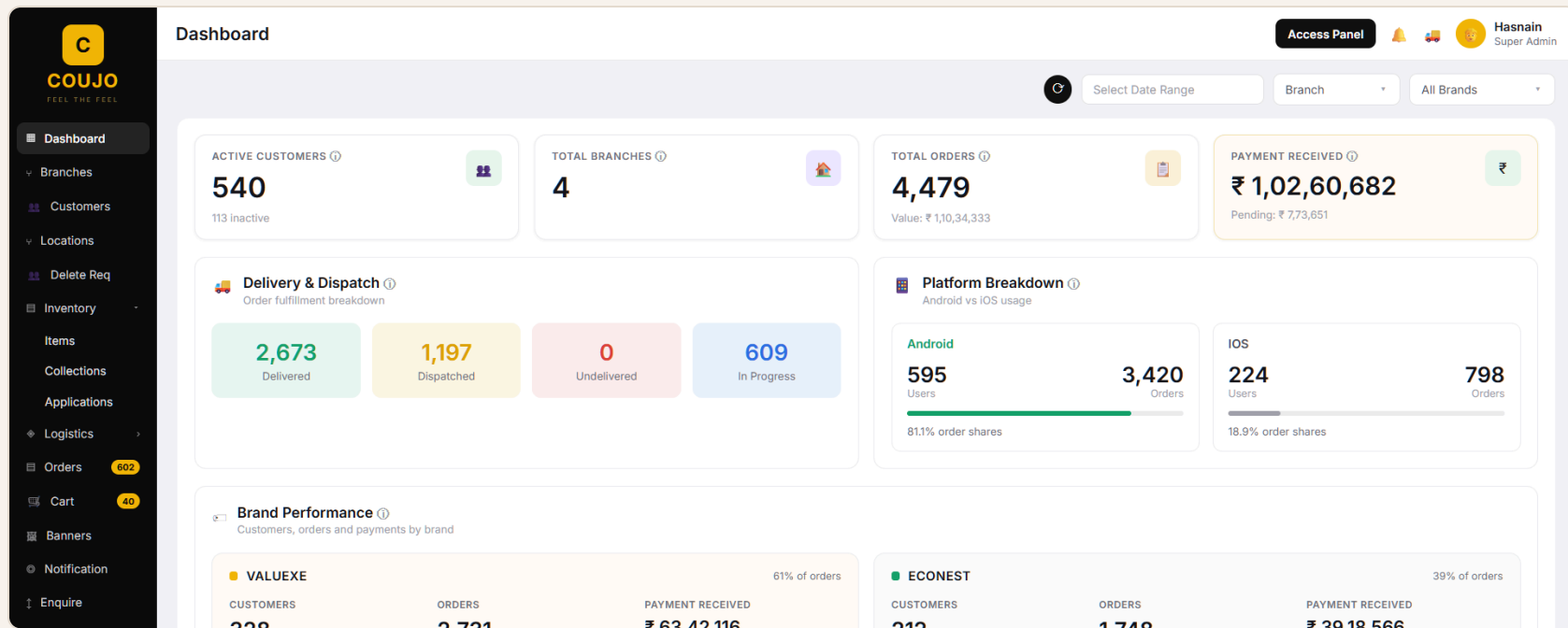
CLIENT 11 / 11

COUJO

Classic upholstery fabrics — digital print, faux suede, vegan leather and woven ranges for sofas, headboards, cushions and chairs.

One dashboard for the whole order pipeline

COUJO is an ordering app and back-office platform: customers place orders from the app, invoices generate automatically, and credit limits, live stock search and dispatch status are enforced in one place. The admin dashboard puts branches, brands, orders, payments and inactive customers on a single screen.



Built fast, built to scale

12 Wks

Development time

5

Developers on the build

7+ yrs

Avg. team experience

• BEFORE

- **An unreliable legacy system** — the earlier setup carried persistent issues that slowed daily ordering.
- **Not user friendly** — the app was hard to navigate, so customers needed hand-holding to get through it.
- **Stock search only** — the app did nothing beyond looking up stock; ordering happened elsewhere.

• AFTER

- **A full-featured app** — rebuilt end to end on a modern tech stack.
- **Ordering made simple** — a user-friendly flow that lets customers place orders in a few taps.
- **Fast and secure** — quick load times with secured access and transactions.
- **Integrated** — connected with Zoho and Google APIs for invoicing and live data.
- **Launched on both platforms** — live on Android and iOS.

A shopping app in every pocket

967

Downloads

4.6

App rating

PLATFORMS & STACK

iOS

Android

React Native

Push notifications

Secure OTP login

KEY FEATURES

Stock search

Order placement

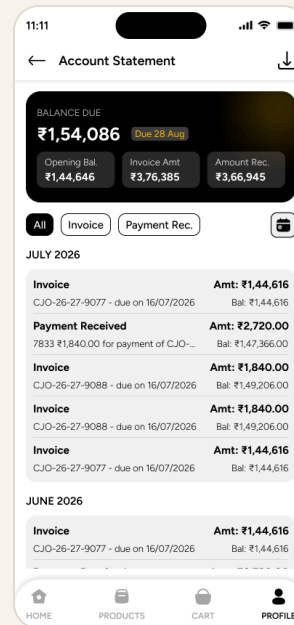
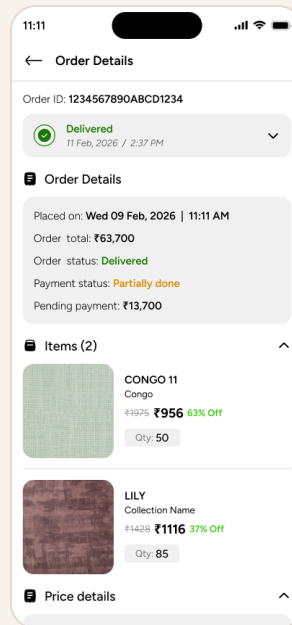
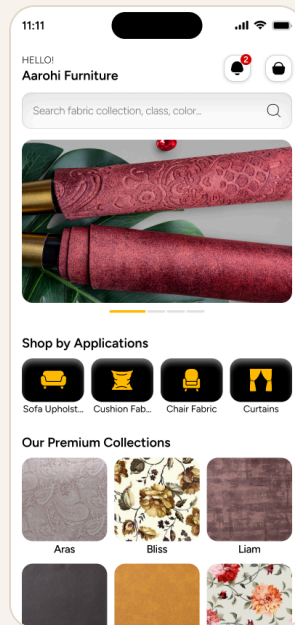
Credit limit

Ledger

Add to cart

Payment gateway

Location API



A social presence that sells

The figures mentioned below are a combined count from all social media platforms of the brand.
Mentioned results are organic without any paid Ads.

The figures below are a combined count across all of the brand's social platforms.
Results are organic, without paid ads.

100 – 350

New followers

6,000 – 18,000

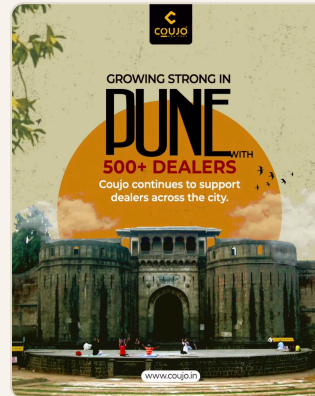
Avg. monthly reach

2.4% – 4.8%

Engagement rate

2

Campaigns run



Reliable, connected infrastructure

99.9%

Uptime

765ms

LCP

852ms

Full page load

99%

Performance

A

Grade

91%

Structure

Why ecommerce brands choose us

- **Ecommerce specialists**

We know commerce patterns cold — category and product pages, cart, checkout and the trust signals buyers look for before they pay.

- **Bilingual & RTL ready**

Proven English + Arabic, RTL-ready delivery for regional and multi-market audiences.

- **One integrated team**

Design, development, SEO and integrations — one accountable partner, zero finger-pointing.

- **Built to convert**

Conversion work and SEO that turn visits into completed orders.



Let's build the next chapter of your digital presence.

Website

hatsoffdigital.com

Email

poke@hatsoff.co.in

Phone

 +91 99232 87864

 +971 50 272 9288