

CASE STUDY

UAE

CAKE TOPPERS AND PARTY DECOR

Made By Confetti

#1 ON GOOGLE AND CHATGPT FOR UAE CAKE TOPPER SEARCHES.

Made By Confetti makes custom cake toppers and party decor in Dubai. Search engines weren't understanding or ranking the brand, so we rebuilt its search foundation for Google and for AI assistants.

#1

ON GOOGLE

"cake props in dubai online"

#1

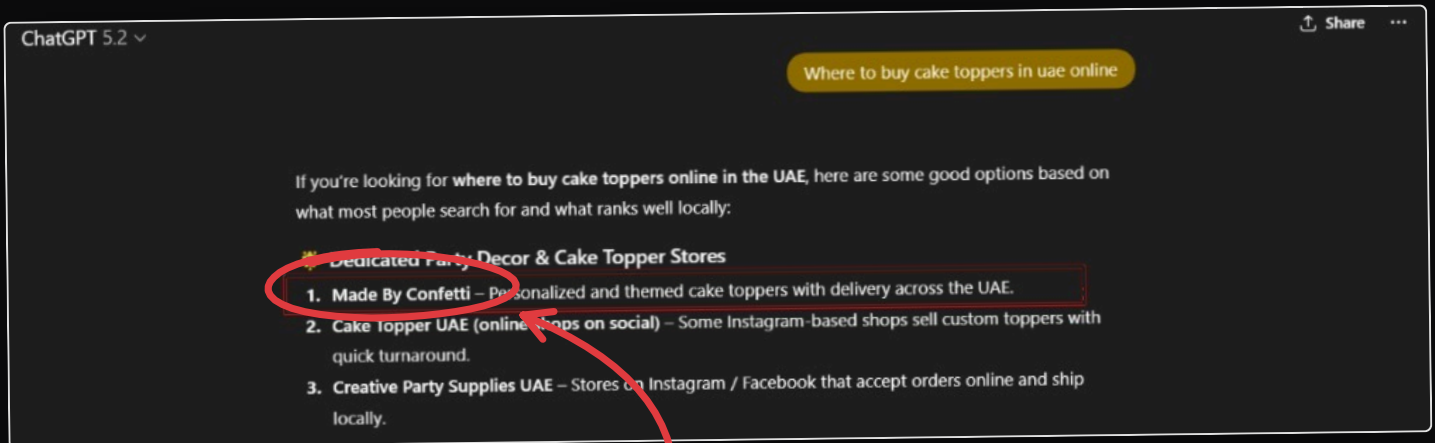
CHATGPT PICK

"where to buy cake toppers in uae online"

3.5x

ROAS ON META

And improving



their #1 pick

ChatGPT, asked where to buy cake toppers in the UAE online.

THE STARTING POINT

GREAT PRODUCTS. INVISIBLE TO SEARCH.

Premium cake toppers and celebration decor, but Google and AI tools weren't understanding or ranking the brand.

No SEO foundation

Limited organic visibility, weak metadata and no structured SEO across pages.

Slow pages

Heavy JPG and PNG images, and missing alt tags on product and collection images.

Hard to crawl

No XML sitemap submitted, so search engines struggled to index the catalog.

No local or AI presence

No location pages, and nothing to help AI assistants understand the brand.

WHAT WE DID

BUILT FOR GOOGLE AND FOR AI.

01

A PROPER SEO ARCHITECTURE

Keyword-rich SEO footers on the homepage and key category pages, rewritten meta titles and descriptions, and a structured XML sitemap submitted to Google.

cake toppers in UAE

personalised cake toppers

custom party décor Dubai

02

FASTER, CLEANER, AI-READABLE

Every JPG and PNG converted to WebP, descriptive alt text on all product and category images, less unnecessary rendered content, and an llms.txt file for AI platforms.

03

LOCAL PAGES ACROSS THE UAE

Geo-targeted landing pages for Dubai, Abu Dhabi and more, stronger internal linking, and social accounts linked to build trust signals.

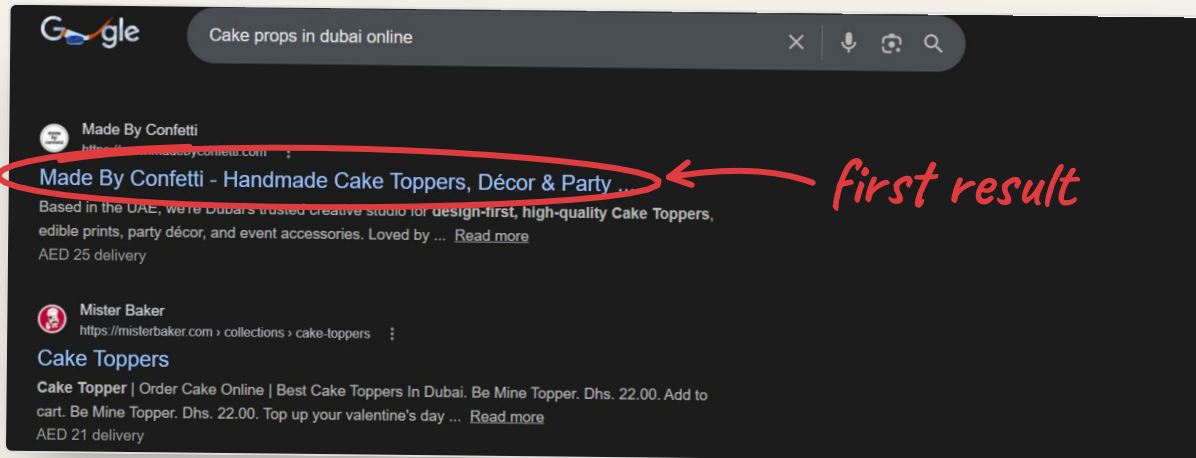
04

ADS THAT LAND ON A FASTER SITE

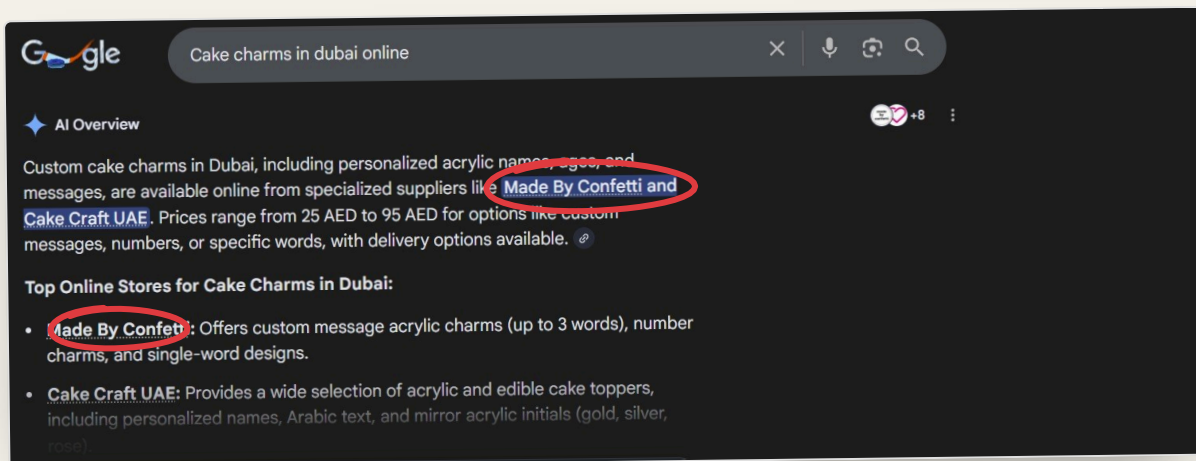
Meta creative and targeting aligned with the high-intent categories, sending traffic to pages that now load fast.

THE RECEIPTS

FOUND ON GOOGLE. NAMED BY AI.



Google search for "cake props in dubai online".



Google's AI Overview for "cake charms in dubai online" names Made By Confetti first.

Popular Locations

Made By Confetti delivers handmade cake toppers, party décor, and personalised celebration details across the UAE. Pick your city to explore what we offer near you.

[Dubai >](#)[Abu Dhabi >](#)[Sharjah >](#)[Ajman >](#)[Ras Al Khaimah >](#)[Fujairah >](#)[Al Ain >](#)

City pages across the UAE.



Once the SEO and AI were sorted, our products just started showing up on their own. I also like how the team is always available to help.

TEAM, MADE BY CONFETTI

WHAT MADE IT WORK

01

Build the foundation first.

Sitemaps, metadata and fast images are what let Google understand a catalog.

02

Write for AI, not just Google.

Structured content and an llms.txt file are now recognized by AI systems.

03

Go local.

City pages for Dubai, Abu Dhabi and beyond reach local-intent searches.

YOUR ADS GET CLICKS. **NOT ORDERS?**

Book a free growth audit and we'll show you where your store is losing the sale.

Contact us →

or email team@gogrowth.co

WHAT IT IS

A live call with a senior strategist

WHEN

One call, booked in US hours

YOU LEAVE WITH

Your biggest leaks and what to fix first

PRICE

Free