

**SEO SPOTLIGHT**

**DAWN KUBICEK**

**CEO OF  
LEADERS IN  
DIGITAL**

# **Tell us about yourself and your journey to CEO of Leaders in Digital**

Over the past 22+ years, I've gained deep expertise in holistic digital marketing, starting with SEO management and expanding into Google Paid Search then search everywhere marketing with highly data driven strategic marketing - being a niche in this space. My early experience was pivotal, helping me understand search marketing strategies and develop efficient, data-driven processes that enhanced marketing results. I've worked with global brands like Hewlett Packard, HSBC, and Publicis Groupe, across various channels, including social media, email, and app marketing. 7 years ago, I founded Leaders in Digital, the first SEO consultancy in the Middle East, where I implemented my 6-step marketing system, designed to generate lower-cost, higher-quality leads and higher-paying customers. This system has proven effective for both B2B and B2C businesses.

## **What inspired you to found Leaders in Digital?**

I founded Leaders in Digital because I saw a significant gap in the marketing industry when it came to utilizing data effectively. Many strategies at the time lacked a solid data foundation, and the follow-through on analytics and

optimization was often an afterthought. I knew that for marketing to truly deliver results, data needed to be at the heart of the process—from shaping strategy to driving ongoing improvements. This inspired me to create a consultancy that prioritizes a data-driven approach, ensuring that every decision is backed by insights and continuously optimized for success. Additionally, Leaders in Digital became the first female-led search consultancy in the Middle East, a milestone that underscores our commitment to both innovation and diversity in the digital marketing space.

## **What exactly does Leaders in Digital do?**

Leaders in Digital is a global digital consultancy, based in Dubai and London, specializing in SEO and data-driven marketing strategies. We focus on integrating data into every aspect of a campaign, from the initial strategy to ongoing analytics and optimization. Our core services include strategic consultancy, SEO, PPC, paid social media, content marketing, and conversion rate optimization, all designed to deliver measurable growth. With over 23 years of experience, we help businesses increase online visibility, attract high-quality leads, and improve ROI through tailored solutions across platforms like Google and Meta. Our expertise spans both B2B and B2C markets, ensuring our strategies are adaptable and results-driven.

## What makes you unique in the marketplace?

- **Experience in the Middle East:** As the first female SEO search consultancy in the region, Leaders in Digital has a deep understanding of the local market and its unique challenges. We have worked with businesses across various industries, from retail and healthcare to hospitality and technology.
- **Innovative Approach:** We focus on combining cutting-edge strategies unique and homegrown to the organization with traditional marketing techniques, which have been proven to generate optimal results across different campaigns and multi-million dollar organizations.
- **Human Touch in Digital Marketing:** We emphasize the importance of personal interaction in creating SEO & Marketing strategies, which has helped us build strong relationships with clients.

Our expertise, combined with a personal approach and local knowledge in London and Dubai, makes Leaders in Digital (LiD) a go-to agency for businesses.

## How have you transformed the region's SEO landscape?

### 1. First SEO Search Consultancy in the Middle East:

LiD pioneered SEO consultancy in the region, helping local businesses understand the power of search engine optimization as a vital part of digital strategy. As the first of its kind, LiD brought high-level SEO expertise to a region that had not yet fully embraced it.

### 2. Data-Driven and Analytical Approach:

LiD introduced a highly data-focused approach to SEO strategy in the Middle East. We identified a gap in the marketing sector related to data utilization for strategy, analytics, and optimizations. By integrating comprehensive SEO audits, keyword research, and analytics-driven decision-making into client campaigns, we transformed how businesses approached their online visibility, providing clearer paths to measurable success.

### 3. Combining Human Touch with AI in SEO:

One of LiD's hallmark contributions to the region is its integration of AI technology with a personalized human approach. While many companies focus on automation, we emphasized the balance of human insight and advanced AI tools to deliver customized strategies. This combination has been instrumental in achieving better campaign outcomes

and meeting the unique needs of clients.

#### 4. Local and International SEO Expertise:

LiD excels at tailoring SEO strategies that cater specifically to the Middle Eastern market while also having the expertise to manage international campaigns. By understanding local nuances, cultural factors, and search behavior patterns, we have helped regional companies improve their online visibility and attract both local and global audiences. Our approach to local SEO, particularly through optimizing Google My Business, has helped regional businesses dominate in local search results.

#### 5. Education and Empowerment of Local Businesses:

LiD has not only served as a consultancy but also as an educator. We have empowered local businesses by showing them how SEO can drive long-term growth and improve their digital presence. LiD's training, workshops, and resources have helped companies better understand the intricacies of SEO, driving self-sufficiency and broader awareness of SEO's importance in business strategy.

#### 6. Focus on Industry-Specific SEO Solutions:

LiD has worked with businesses across various industries, offering specialized SEO strategies tailored to sectors like healthcare, retail, hospitality, and technology. Our ability to provide industry-specific insights has helped



companies optimize for niche markets, improving their competitiveness and expanding their digital reach.

## **What has been your biggest success since founding Leaders in Digital?**

One of the biggest successes since founding Leaders in Digital (LiD) has been the remarkable growth of the company, particularly in establishing a powerful presence in the Middle East's SEO landscape. Leading an all-female team, I've been able to not only transform businesses with data-driven, impactful strategies but also support and mentor others who are just starting their businesses, creating opportunities and development for everyone. Additionally, being recognized as a Google Women Techmakers Ambassador has further amplified my ability to influence and empower women in tech, making it a deeply fulfilling journey.

## **Do you have a successful client case study you can share?**

Leaders in Digital (LiD) worked with a healthcare client to significantly boost their digital presence. Through a strategic SEO overhaul, we increased website traffic by 150%, improved website speed by 70%, and enhanced lead generation by 221% - being higher quality and having a direct impact on revenue which increased by 50%.

Our approach also involved optimising Paid search, SEO, and social media platforms, which helped generate high-quality leads and maximised ROI, all while reducing budget spend.

## **What are the current trends in SEO in the Middle East?**

**Voice Search:** With the rise of smart speakers and mobile usage, optimizing for voice search is essential, using natural language keywords.

**Google My Business (Local SEO):** Local SEO through Google My Business remains a quick win, helping businesses attract nearby customers.

**Search GPT and AI SEO:** AI-driven content generation and search like Search GPT are revolutionizing SEO strategies.

**Search Everywhere Marketing:** Integrating SEO across platforms such as Pinterest, YouTube, LinkedIn, and paid media uses similar algorithms to enhance discoverability across Google's partners and beyond.

## **Why should every marketing plan include SEO?**

SEO is the most cost-effective channel for driving traffic, leads, and sales, no matter the size of the business. While SEO is a long-term game, its benefits are wide-reaching, impacting everything

from organic growth to improving the performance of paid activities. By enhancing visibility across search engines and increasing organic reach, SEO maximizes ROI and reduces the need for constant spending on paid media, making it an essential element of any successful digital strategy.

## **What are the benefits of having a high ranking on search engines?**

Having a high ranking on search engines provides significant benefits for awareness, leads, and sales. A top ranking increases brand visibility, ensuring more potential customers are aware of your business. This heightened awareness translates into organic leads, as users are more likely to trust and click on highly-ranked websites. Over time, this flow of qualified traffic boosts sales, as you capture users actively searching for your products or services, ultimately enhancing conversions and driving business growth—all while being a cost-effective long-term strategy.

## **What are your top 5 tips for creating an SEO strategy plan?**

**Optimise Google My Business:** Local SEO is crucial for attracting nearby customers, making this a quick win.

**Build on WordPress:** Use WordPress

for a flexible, SEO-friendly platform that makes optimization easier.

**Work with a Professional Agency:** Choose an experienced agency, rather than relying on one person, to cover all aspects of SEO.

**Set Up Data and Tracking:** Implement Google Analytics and other tools to measure performance.

**Know Your Competitors:** Study their strategies and find opportunities to outperform them.

## **What metrics can be used to measure the success of an SEO strategy?**

1. **Organic Traffic:** Tracking the number of visitors from search engines.

2. **Keyword Rankings:** Monitoring the position of targeted keywords on search engine results pages.

3. **Conversion Rate:** Measuring how effectively traffic converts into leads or sales.

4. **Bounce Rate:** Evaluating how often visitors leave your site after viewing one page.

5. **Page Speed and User Experience:** Monitoring site performance for a better user experience.

Analytics tools, such as Google Analytics,

help track these metrics and provide insights to refine your SEO by identifying areas for improvement, such as content gaps, high bounce rates, and underperforming keywords.

## **How do you see AI impacting SEO over the next few years?**

AI-driven SEO is already reshaping how businesses approach search, and it's evolving rapidly with tools like SearchGPT. Unlike traditional SEO, AI SEO focuses on optimizing content for AI-based search engines, not just Google, as users are increasingly turning to AI tools for queries. These platforms, like ChatGPT and other AI-driven assistants, require new strategies for visibility, relying on conversational keywords and AI-generated content.

At Leaders in Digital (LiD), we now offer SearchGPT SEO packages to address these shifts, helping businesses thrive as AI changes how search is conducted.

## **Can you tell us about your six-step marketing system to tackle all areas of the process?**

Our six-step marketing system at Leaders in Digital ensures a comprehensive, data-driven approach to digital marketing. It begins with a tailored, data-led strategy, followed by targeted lead generation using SEO,

PPC, and social media. We then focus on conversion rate optimization (CRO) to maximize lead conversions. Advanced analytics monitor performance, enabling continuous optimization to improve results. Finally, our system is scalable, adapting to business growth and ensuring it works for both B2B and B2C clients. This approach ensures every step of the process is strategically handled to drive measurable results.

## **How can readers find out more about you and Leaders in Digital?**

Readers can find out more about me and Leaders in Digital by visiting our website:

