



Case Study:

***How we helped SMART
Infotech to increase leads***

We help you meet your AML Regulatory Requirements

Scalable Compliance Solution



CLIENT OVERVIEW

CLIENT NAME:
SMART INFOTECH

INDUSTRY:
**Legal & Financial
Services**

TARGET LOCATION:
UAE

TARGET AUDIENCE:
B2B, B2C



KEYWORDS RANKING

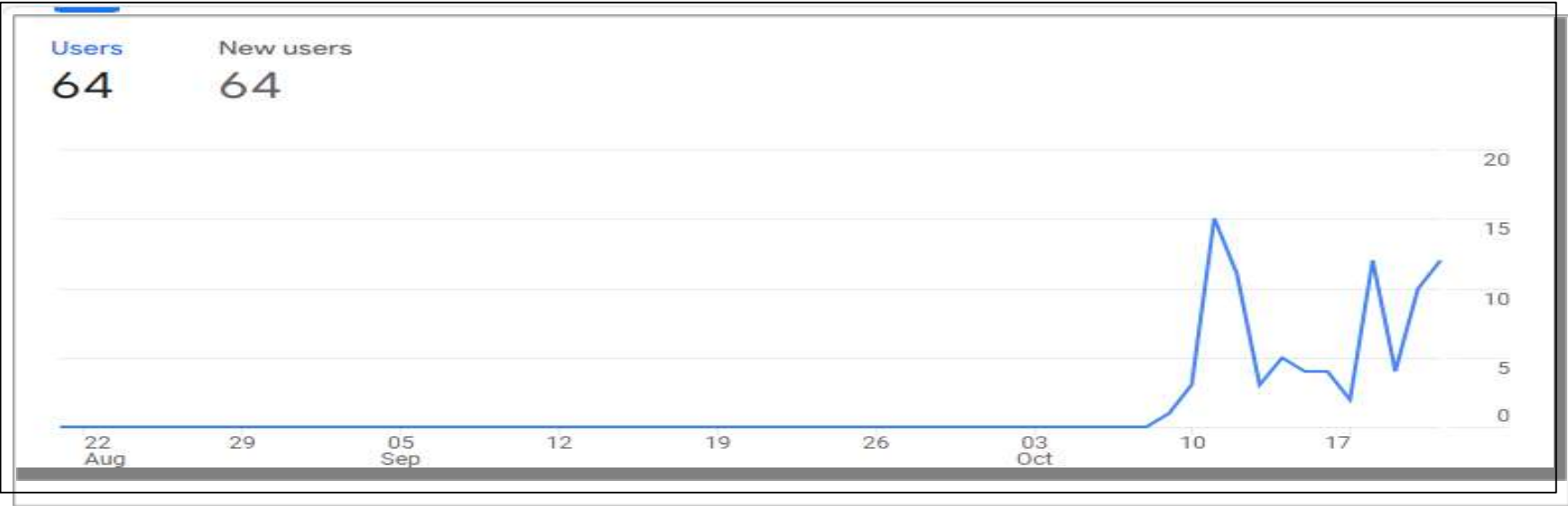
Sr.No	Keyword	URL	Ranking
1	aml trace software uae	http://www.smartinfotech.ae/	1
2	smartinfotech money laundering		1
3	pep screening software	https://www.smartinfotech.ae/solutions/customers	1
4	real time transaction monitoring	https://www.smartinfotech.ae/solutions/transaction	10
5	aml risk scoring model	https://www.smartinfotech.ae/solutions/risk-based	3
6	aml tracking	https://www.smartinfotech.ae/solutions/tracking	2
7	ongoing monitoring kyc	https://www.smartinfotech.ae/solutions/ongoing	7
8	aml for real estate agents	https://www.smartinfotech.ae/industries/real-estate	6
9	aml real estate		10
10	msb aml uae	https://www.smartinfotech.ae/industries/money-services	10
11	msb aml		4

ANALYTICS REVIEW

BEFORE WORK

ORGANIC SEARCH: 21
DA:2 /PA:2

Session default channel group ▾ +		Users	↓ Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session
		64 100% of total	153 100% of total	0	1m 06s Avg 0%	0.00	7.01 Avg 0%
1	Direct	40	97	0	0m 57s	0.00	7.31
2	Organic Search	21	33	0	0m 57s	0.00	5.82
3	Referral	3	20	0	2m 12s	0.00	7.75
4	Organic Social	3	3	0	0m 11s	0.00	5.33

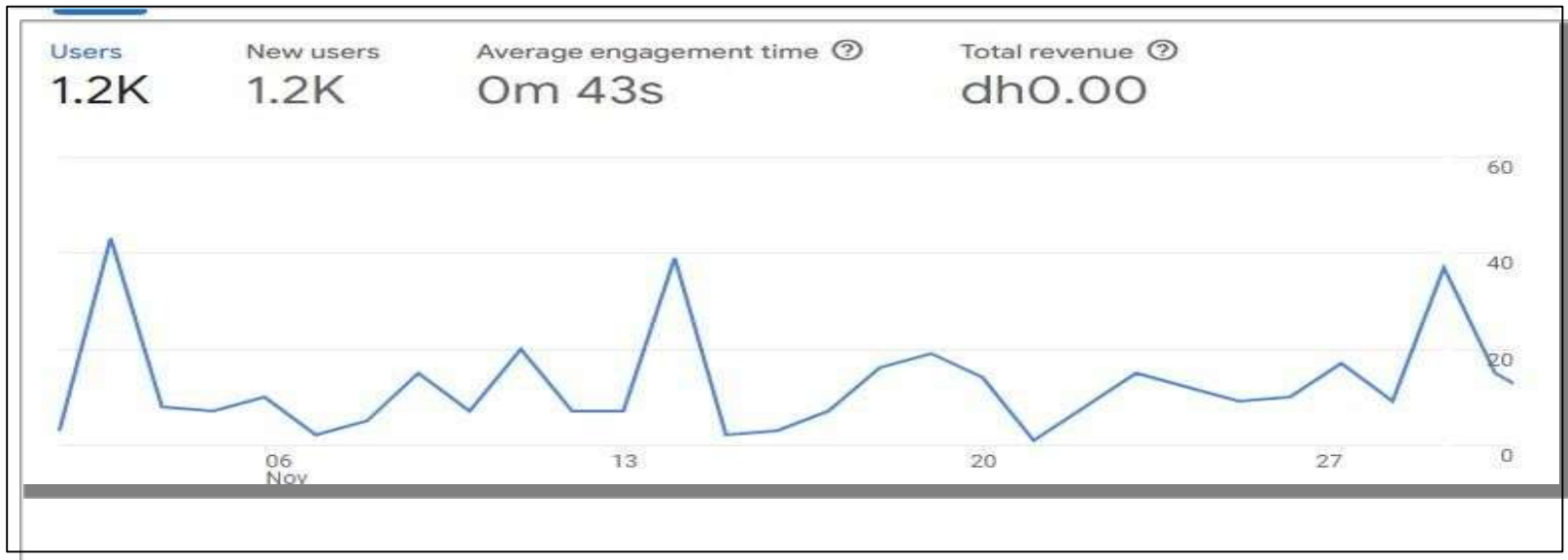


ANALYTICS REVIEW

AFTER WORK

ORGANIC SEARCH:476
DA:13 PA:28

Session default channel group ▾ +		↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session
		1,222 100% of total	1,743 100% of total	731 100% of total	0m 30s Avg 0%	0.60 Avg 0%	4.60 Avg 0%
1	Direct	681	728	161	0m 12s	0.24	3.73
2	Organic Search	476	831	466	0m 46s	0.98	5.07
3	Organic Social	49	83	41	0m 25s	0.84	4.94
4	Referral	28	85	60	0m 36s	2.14	7.54
5	Unassigned	12	13	1	0m 19s	0.08	2.08
6	Organic Video	1	1	1	0m 11s	1.00	4.00



WEBSITE OPTIMIZATION

- **CONTENT OPTIMIZATION : THERE WAS LESS CONTENT IN THE WEB PAGES. WE HAVE ADDED THE CONTENT ON ALL WEB PAGES.**



Carry out Ongoing Monitoring and KYC with AML-TRACE

With technology advancing and constant regulatory updates, it becomes challenging to keep up with the pace. As per the latest regulations and updates, businesses and financial institutions are supposed to follow the KYC process. Money laundering is no more a case of financial fraud; it also ruins the reputation of the company and financial institutions. Since the stakes are so high, the preventive measures should be spot-on.

With violators coming up with novel ways to launder money daily, any due diligence conducted during customer onboarding is not enough to vet client details. Several businesses are exposed to high risks simply because of their negligence towards the details. For example, dealers in precious metals and financial institutions conduct high-value financial transactions with customers and entities worldwide. And these entities can be politically exposed or sanctioned.

Anti-money laundering transaction monitoring and KYC are made mandatory for companies, businesses, and financial institutions to scan the customers' backgrounds and connect with them only when they pass the test.


WEBSITE BLOGS

- **ADDED WEBSITE BLOGS IN REGULAR INTERVAL OF TIME ON WEEKLY/MONTHLY BASIS.**

Blog

[Home](#) / [Blog](#)

THE NECESSITY FOR CRYPTOCURRENCY FIRMS TO FOLLOW AML REGULATORY REQUIREMENTS




Crypto firms are excitingly progressing and becoming successful each day; however, with the lack of an AML regulatory framework, it can become hard for firms to prevent money laundering. AML regulatory requirements are necessary, and crypto firms are gradually leveraging the same. Read along to explore more.

[Read More →](#)

Posted on November 29, 2022 by SMART Infotech

ALL YOU NEED TO KNOW ABOUT TFS, ASSETS, AND FUNDS IN AML STRATEGIES




Have you ever heard about Targeted Financial Sanctions? Well, the process of TFS is one of the essentials laid down to ensure peace and international security. Everything fulfils one motive, from freezing funds to restricting access to assets.

[Read More →](#)

Posted on November 14, 2022 by SMART Infotech

A COMPREHENSIVE GUIDE ON TARGETED FINANCIAL SANCTIONS




The authorities have understood how important it is to stop the increasing risk of money laundering. In response, they have laid down some effective laws and regulations that can assist in blocking the intrusion of money launderers. Read along to learn about TFS, which helps in cutting off the resource access of money launderers.

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Posted on November 10, 2022 by SMART Infotech

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AML Fines and Penalties:
How to Avoid Them?

0:44




Introduction to features of AML TRACE
DASHBOARD
The dashboard of the software provides

0:50




1:29




Transaction Monitoring on Insurance Sector

0:45



MONEY LAUNDERING THROUGH MONEY REMITTANCES

1:02



Money Laundering With Insurance Firms

0:38

AML Fines and Penalties: How to Avoid Them?
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Key Features of AML TRACE - SMART Infotech
23 views • 1 month ago

CBUAE guidelines on risk related to PEP's - SMART Infotech
34 views • 2 months ago

Transaction Monitoring on Insurance Sector
14 views • 4 months ago

Money Laundering Through Money Remittances
38 views • 4 months ago

How To Stop Money Laundering With Insurance...
38 views • 5 months ago

Ensuring Responsible Gold Sourcing with **DUE DILIGENCE IN THE UAE**

5 Steps to Put a Stop to Gold Money Laundering

- 01** Implementing and adhering to gold supply chain due diligence guidelines.
- 02** Addressing supply chain risks and executing analysis measures to combat them.
- 03** Introducing and regulating the strategies to control the possible threats.
- 04** Planning an audit to analyse the preventive measures through third-party insights.
- 05** Overseeing the management of the regulated due diligence methods.

Gold is an alluring metal that can also appear as an opportunity for individuals to disguise their money. Aiming to disrupt acts like this,

THE MOE OF THE UAE HAS REGULATED MEASURES OF DUE DILIGENCE.

Ensuring anti-money laundering transactions is a requisite for organisations. The right methods and use of **leading-edge tools like AML software** can be the way out for that purpose.

ENSURING RESPONSIBLE GOLD SOURCING WITH DUE DILIGENCE IN THE UAE

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OUR APPROACH

1. On-Page Optimization
2. Technical SEO
3. Keywords Research
4. Content Optimization in all the web pages according to the google's new update i.e HCU (Helpful Content Update)
5. Updated website Blogs on weekly basis.
6. Embedding videos in homepage of the website.
7. Create & Share videos through YouTube and other social websites.
8. Link Building On High Authority Websites.

RESULT

11 KEYWORDS ARE IN RANKINGS ON FIRST PAGE.
