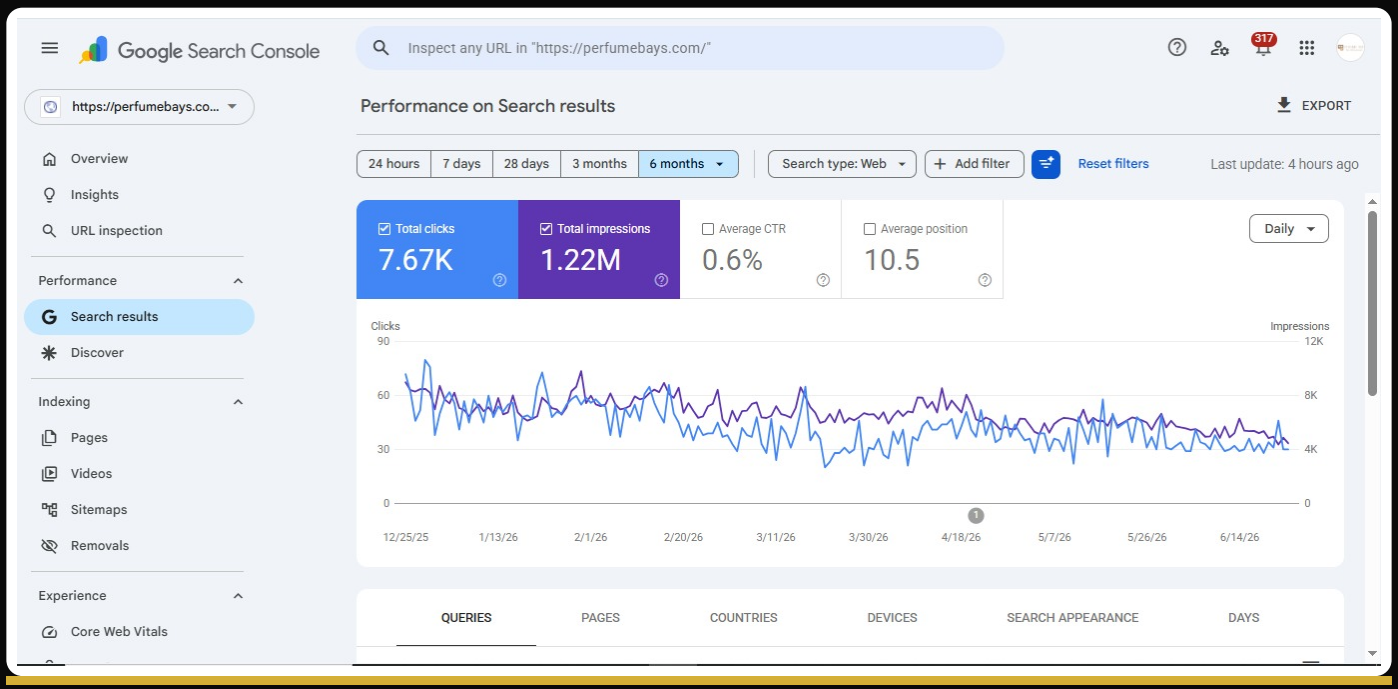
TECHNICAL SEO · CONTENT · TOPICAL AUTHORITY · OFF-PAGE

1.58M+ Google impressions across 3 SEO campaigns

Three SEO campaigns across Pakistan and the UAE: a software company, a Shopify health-products store and a 500-product perfume retailer. All figures are based on Google Search Console data, with before and after compared as daily averages.



1.58M+
Total impressions

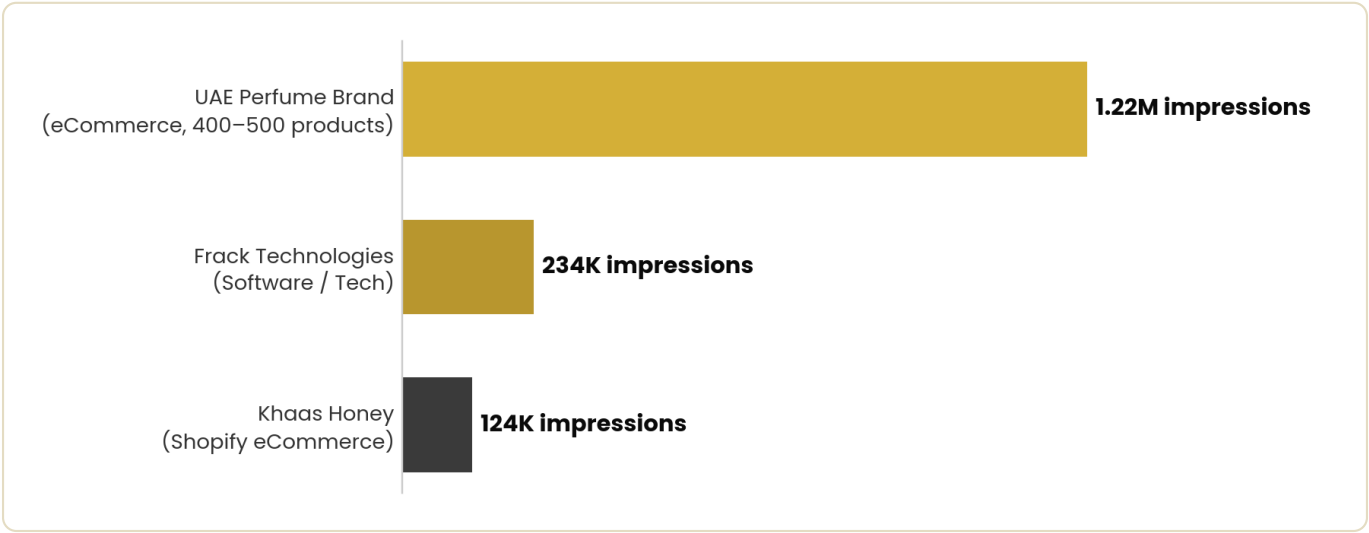
11.8K+
Organic clicks

3,460
Khaas Honey organic clicks

13.3 to 8
Khaas avg. position

Results at a glance

Search impressions in the reporting period



Campaign summary

Client	Industry / Market	Impressions	Clicks	Avg. position
Frack Technologies	Software · PK + International	320 to 234K	33 to 702	18.8 to 25.2
Khaas Honey	Shopify eCommerce · Pakistan	2K to 124K	50 to 3,460	13.3 to 8
UAE Perfume Brand	eCommerce · Abu Dhabi, UAE	1.22M	7,670	10.5

Before periods are shorter than after periods (Frack: ~1 month vs 6 months; Khaas: 17 days vs ~9.5 months), so totals are not like-for-like. Each case study also compares daily averages. Perfume brand: last 6 months only, no baseline screenshot was captured.

Our SEO framework

01
Research
Keyword and intent research, competitor analysis, keyword-to-page mapping.

02
Technical
Crawl, index, site structure, mobile and speed fixes.

03
On-page
Titles, metas, headings, semantic keywords, internal links.

04
Authority
Topic clusters and supporting content, plus quality backlinks.

Frack Technologies

INDUSTRY	Technology / Software Solutions
MARKET	Pakistan + International
DURATION	September 2025 – March 2026 (6 months)
SERVICES	Technical SEO, On-Page, Content Strategy, Topical Authority, Off-Page

Project overview

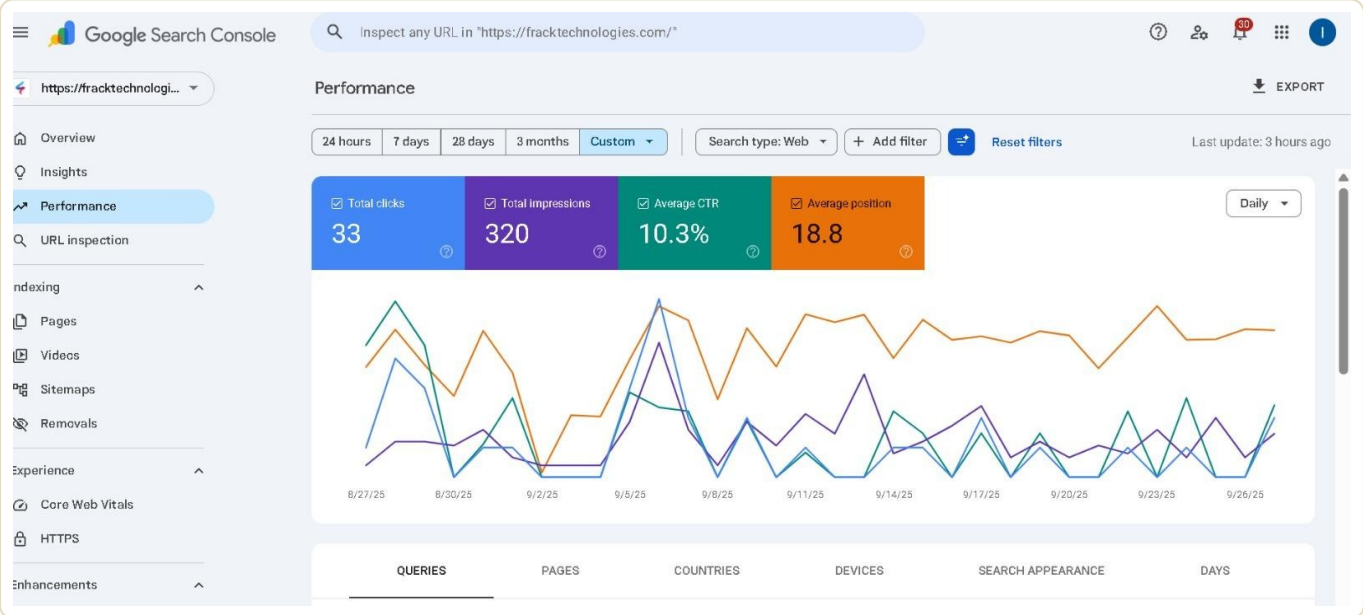
Frack Technologies came to us to improve their organic search visibility and build a stronger digital presence. The goal was more qualified organic traffic, better keyword visibility, and a lasting SEO foundation that brings in potential clients from Google.

The challenge

The website had very little organic visibility. Most of its few clicks came from company owners, friends and personal networks, not from people actually searching. The site needed an SEO strategy built around real search demand and real buyers.

BEFORE SEO — GOOGLE SEARCH CONSOLE

320	33	10.3%	18.8
Total impressions	Total clicks	Average CTR	Average position



Before: Google Search Console, late Aug – Sep 2025 (fracktechnologies.com).

Frack Technologies — strategy

Keyword research & targeting

The first target was Pakistan only. After studying search intent and business opportunity, we switched to keywords that work in both Pakistan and international markets: software company, marketing agency and technology-service searches. Each keyword was chosen for its search volume, commercial intent and growth potential.

Technical SEO

- Technical SEO audit
- Website structure optimisation
- Crawling & indexing improvements
- SEO-friendly site adjustments
- Performance recommendations

On-Page SEO

- Primary keyword optimisation
- Semantic keyword implementation
- Meta title & description rewrites
- Heading structure & internal linking
- Content relevance improvements

Topical Authority

- Main topic identification
- Content clustering
- Supporting content creation
- Semantic keyword research
- Stronger links between related pages

Off-Page SEO

- Authority building
- Quality backlink opportunities
- Website trust improvement
- Organic ranking growth

> The idea: help Google understand what Frack Technologies is an expert in. Topic clusters and linked supporting content turn a few service pages into a site Google trusts across a whole subject.

Frack Technologies — results

Results after 6 months

234K
Impressions (6 months)

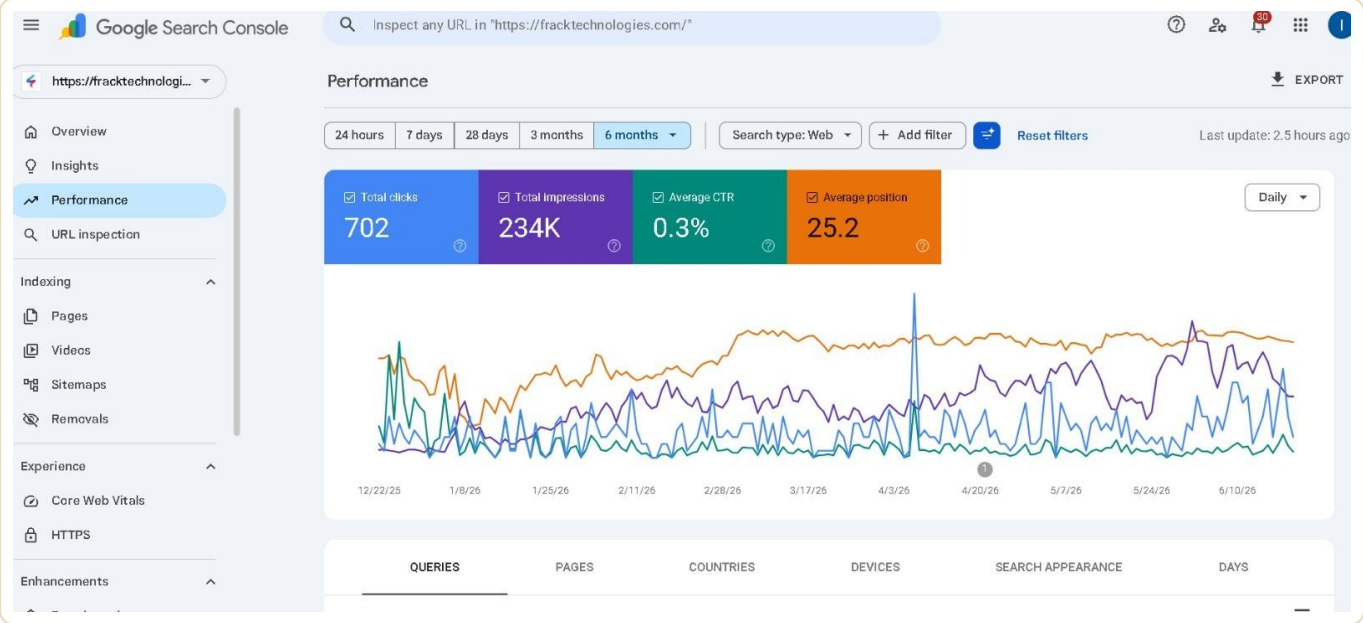
702
Organic clicks

~125×
Daily impressions growth

~3.6×
Daily clicks growth

Metric	Before (~1 month)	After (6 months)	Daily average / note
Total impressions	320	**234,000**	~10/day to ~1,290/day (~125×)
Total clicks	33	**702**	~1.1/day to ~3.9/day (~3.6×)
Average CTR	10.3%	**0.3%**	Lower: far more impressions
Average position	18.8	**25.2**	Lower: broader keyword set

CTR and average position fell because the site began showing for many more, broader search terms, most of them still off page one.



After: Google Search Console, last 6 months (Dec 2025 – Jun 2026).

Key outcomes

- ☑ Much wider Google search visibility and organic reach
- ☑ A solid SEO foundation, with keyword coverage expanded into international markets
- ☑ Long-term growth from content authority, with less reliance on non-organic traffic

Khaas Honey

INDUSTRY	eCommerce / Natural Health Products
PLATFORM	Shopify store · Pakistan
DURATION	Sep 2025 – Jun 2026 (~9.5 months)
SERVICES	Technical SEO, On-Page, Off-Page, Content Optimisation, Topical Authority

Project overview

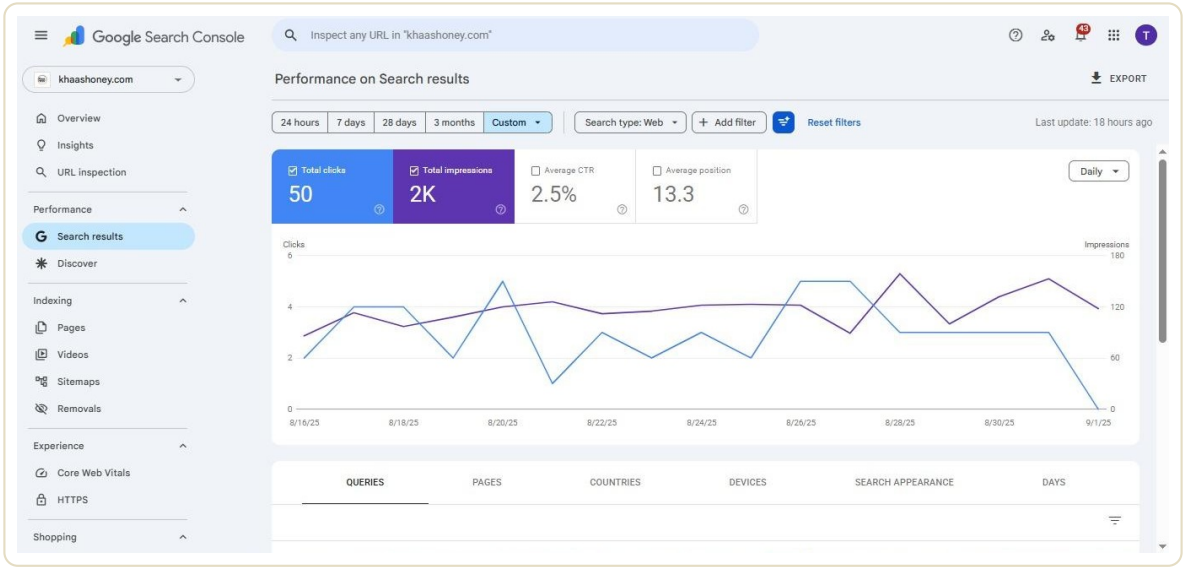
Khaas Honey is a Pakistan-based eCommerce brand selling natural health products, including premium honey and Royal Jelly. The campaign aimed to improve organic visibility and keyword rankings, bring in qualified traffic, and get more online orders from search.

The challenge

- Important commercial keywords were stuck off page one.
- Organic traffic was barely growing, and product pages needed optimising.
- Technical SEO issues were holding back search performance.
- The brand needed stronger topical authority in the natural health niche.

BEFORE SEO — GOOGLE SEARCH CONSOLE

2K	50	2.5%	13.3
Total impressions	Total clicks	Average CTR	Average position



Before: Google Search Console, 16 Aug – 1 Sep 2025 (khaashoney.com).

Khaas Honey — strategy

How we grew a Shopify store through search

We started with a full Shopify SEO audit, then ran on-page, content and off-page work in parallel. Product and commercial keywords came first, with extra focus on natural honey and Royal Jelly searches, where buyers are ready to purchase.

Technical SEO

- Complete Shopify SEO audit
- Crawlability & indexing fixes
- Website structure optimisation
- Mobile usability enhancements
- Performance recommendations

On-Page SEO

- Keyword research & competitor analysis
- Product page optimisation
- Meta title & description rewrites
- Internal linking improvements
- SEO-focused content upgrades

Content & Topical Authority

- Topic clustering
- Supporting content creation
- Semantic keyword targeting
- Search-intent optimisation
- Product-focused content

Off-Page SEO

- Quality backlink acquisition
- Brand authority improvement
- Competitor backlink analysis
- Off-page optimisation

> Why it worked: product pages were optimised for buying intent, while topic clusters about honey and Royal Jelly built the authority those pages needed to reach page one.

Khaas Honey — results

Results: Sep 2025 – Jun 2026

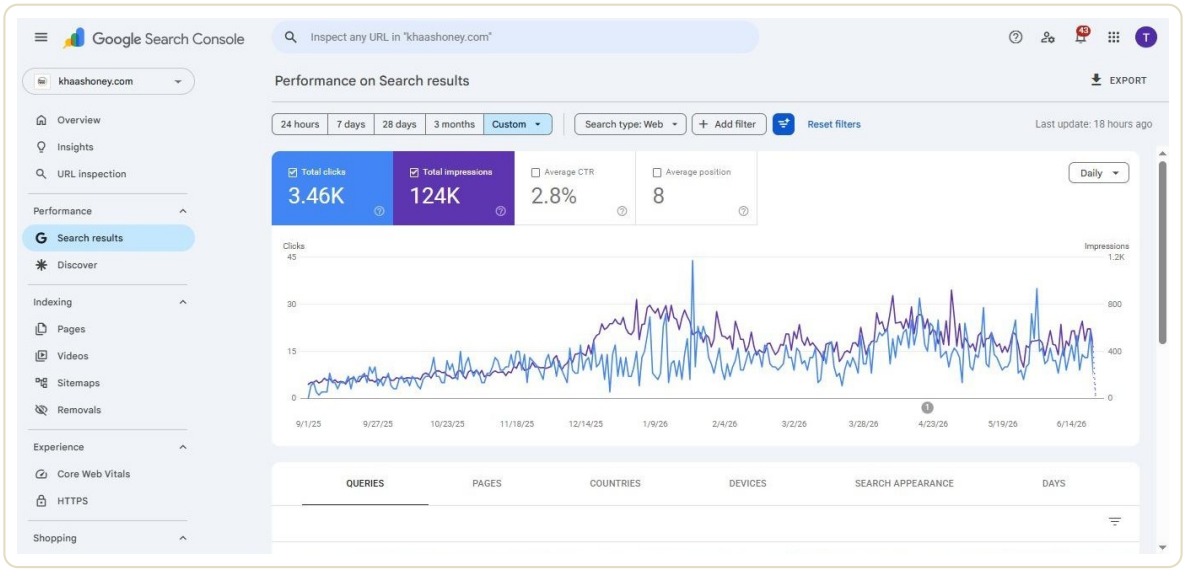
124K
Impressions

3,460
Organic clicks

~4×
Daily clicks growth

13.3 to 8
Avg. position

Metric	Before (17 days)	After (~9.5 months)	Daily average / change
Total impressions	2,000	**124,000**	~118/day to ~423/day (~3.6×)
Total clicks	50	**3,460**	~2.9/day to ~11.8/day (~4×)
Average CTR	2.5%	**2.8%**	+0.3 pts
Average position	13.3	**8**	Moved onto page one



After: Google Search Console, 1 Sep 2025 – Jun 2026.

Business impact

- ☑ Moved onto page one for important commercial keywords, with a big lift in organic visibility
- ☑ More targeted search traffic and more organic customers and online orders
- ☑ Stronger authority in the natural health niche and a long-term SEO foundation

UAE Perfume Brand

INDUSTRY	eCommerce / Online Retail (fragrances)
LOCATION	Abu Dhabi, UAE
DURATION	6-month SEO campaign
SERVICES	Technical SEO, Product SEO, Keyword Strategy, Content, Topical Authority, Off-Page

Project overview

A UAE-based eCommerce brand came to us to improve organic search performance, make its products more visible, and bring in qualified traffic from Google. With a catalogue of about 400–500 products across many categories, product-level SEO was complex and time-consuming. The brief was a scalable SEO system, not one-off fixes.

Key challenges

- A large product inventory that needed structured optimisation.
- Hundreds of product pages, each needing its own keyword targeting.
- Finding the primary and semantic keywords for every single product.
- A need for repeatable content and optimisation processes.
- A competitive UAE eCommerce market.

> Optimising product by product meant detailed keyword mapping and careful execution, so that no valuable search opportunity across 500 pages was missed.

400–500
Products optimised

6 months
Campaign length

UAE
Target market

UAE Perfume Brand — strategy

A scalable product-SEO system

Product Keyword Research

- Primary keyword for every product
- Semantic and related search terms
- User search-intent analysis
- Keyword mapping by category
- Page-level optimisation plan

Technical SEO

- Website structure improvements
- Crawlability optimisation
- Indexing improvements
- SEO-friendly page structure
- Performance recommendations

On-Page SEO

- Title tag optimisation
- Meta description improvements
- Heading structure
- Internal linking strategy
- Content & search-intent alignment

Content & Topical Authority

- Category-based content planning
- Supporting content creation
- Semantic keyword implementation
- Topic clustering strategy

Team-Based SEO Execution

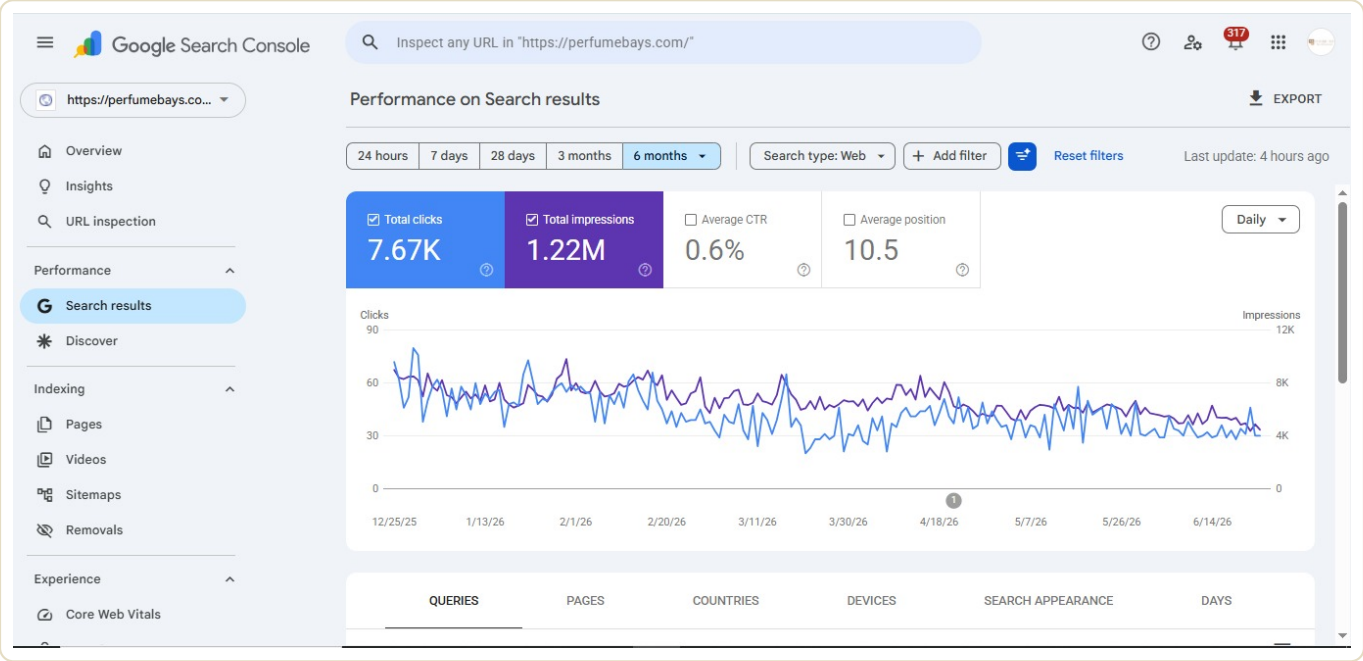
- Structured workflow built for a 500-product catalogue
- Research, optimisation and implementation shared across the FSA SEO team
- Same quality standard on every page

> The result: a large, hard-to-manage catalogue became a search-friendly product system that Google can crawl, understand and rank category by category.

UAE Perfume Brand — results

Google Search Console — last 6 months

1.22M	7.67K	0.6%	10.5
Total impressions	Organic clicks	Average CTR	Average position



Google Search Console, last 6 months (Dec 2025 – Jun 2026).

Key outcomes

- ☑ More than 1.2 million impressions in UAE search results
- ☑ Thousands of organic visitors reaching product pages
- ☑ Products are easier to find, with stronger category and product-level rankings
- ☑ A scalable SEO foundation that grows with the catalogue

Want Google to send you customers?

FSA Enterprises runs SEO, Shopify development and paid ads for brands in Pakistan, the UAE, the UK and the USA.

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