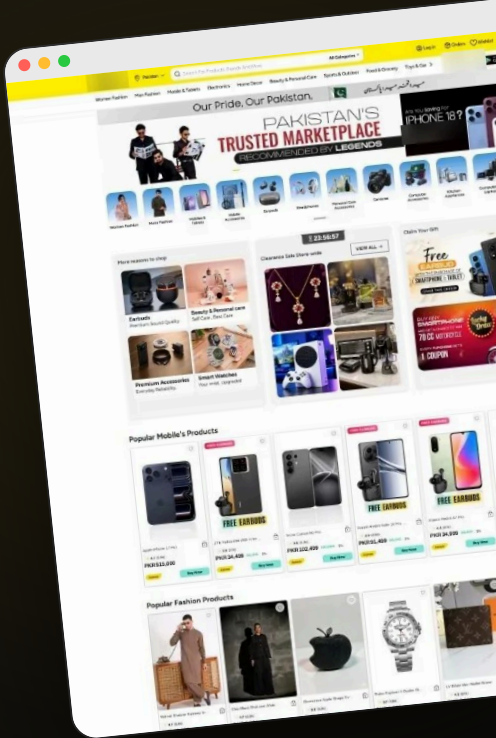


992K

Google clicks. Up from 104K.

PKR 1 crore+ in sales.

How WhiteLinko revamped the marketplace’s homepage, rewrote its metadata around “price in Pakistan” searches and refined its product pages, in 6 months.



992K

Google clicks, last 6 months · vs 104K previous 6 months

8.1M

Google impressions · 3× the previous 2.7M (computed)

PKR 1 crore+

In sales · client-reported

WHAT MOVED THE NEEDLE

- 01 · Full homepage revamp
- 02 · “Price in Pakistan” keyword research
- 03 · Metadata rewrite
- 04 · Refined product pages
- 05 · Beat their main competitor on price keywords

992K clicks · from 104K	8.1M impressions · from 2.7M	11.7 avg. position · from 13.5	4.5% avg. CTR · from 5.2%
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CLIENT	INDUSTRY	COUNTRY	TIMEFRAME
Online Marketplace in Pakistan	E-commerce marketplace · mobiles & electronics	Pakistan	Last 6 months vs previous 6 months (Google Search Console)

— RESULTS SNAPSHOT

The numbers, straight from Search Console

Every search figure below is copied exactly from the marketplace's Google Search Console report, last 6 months vs previous 6 months. No estimates and no rounding up.

GOOGLE SEARCH CONSOLE · LAST 6 MONTHS

TOTAL CLICKS

992K

▲ from 104K · over 9×

IMPRESSIONS

8.1M

▲ from 2.7M · 3×

AVG. POSITION

11.7

▲ from 13.5 · 1.8 places higher

AVERAGE CTR

4.5%

▼ from 5.2% · 0.7 pts lower

GOOGLE SEARCH CONSOLE · PREVIOUS 6 MONTHS (STARTING POINT)

TOTAL CLICKS

104K

previous 6 months

IMPRESSIONS

2.7M

previous 6 months

AVG. POSITION

13.5

previous 6 months

AVERAGE CTR

5.2%

previous 6 months

SALES · CLIENT-REPORTED

PKR 1 crore+

In sales, as reported by the client. A sales dashboard isn't shown in this case study. "Over 9×", "3×" and "1.8 places" are computed from the Search Console figures shown.

— THE CHALLENGE

A big catalogue behind a homepage that hid it

The client is an online marketplace in Pakistan. Its biggest category is **mobile phones and electronics**, from brands like Apple, Samsung, Xiaomi, Infinix, Tecno and Vivo, alongside fashion, beauty and home products.

Phone shoppers in Pakistan search for a model's "**price in Pakistan**", and their main competitor was the one winning those searches.

WHAT WE FOUND

- ✗ The homepage was a **very simple page** with only a few products on show
- ✗ Only **a few categories**, so the range of the catalogue was hidden
- ✗ **No trending products** to put the latest phones in front of shoppers
- ✗ Metadata wasn't built around "price in Pakistan" searches
- ✗ Their main competitor was ahead on "price" keywords
- ✗ Product pages needed refining to rank and to sell

THE GOAL

Win the "**price in Pakistan**" searches for mobile phones, beat their main competitor on price keywords and turn that search traffic into **sales**.

Five moves. One goal: own the “price in Pakistan” search.

We treated the homepage, category pages and product pages as search landing pages and as a shop window at the same time. Here is what we did, in order.

01

A full homepage revamp

The old homepage was a very simple page with few products, few categories and no trending products. We rebuilt it as a full storefront: Popular Mobile's Products, Top Pick and flagship-mobile deals up front, with category grids for mobiles, electronics, fashion, beauty, home and more.

02

Keyword research around “price in Pakistan”

We researched the keywords shoppers use for phones and electronics, built around “price in Pakistan” searches, and planned which pages should rank for them.

03

Metadata rewritten for price searches

Titles and meta descriptions updated to target “price in Pakistan” keywords across product and category pages.

04

Refined product pages

Each product page carries its target keyword and gives shoppers the detail they need, e.g. the live heading “[Brand]”: Get the Best Samsung S26 Ultra Price in Pakistan”.

05

Beating their main competitor on price keywords

We went after the “price” keywords their main competitor was winning and ranked the marketplace's pages for them. The marketplace now beats that competitor on the price keywords we targeted.

HOW IT LOOKS IN GOOGLE

Live titles and descriptions on the marketplace (checked 24 Oct 2026), shown in a search-result layout.

[marketplace].com.pk > collection > mobiles > samsung

Samsung Galaxy S26 Ultra Price in Pakistan | [Brand]

Buy Samsung Galaxy S26 Ultra at the best price in Pakistan. PTA approved, fast performance & pro-level camera capabilities. Buy it today at [Brand].

[marketplace].com.pk > collection > mobile-and-tablets

Mobiles & Tablets Price in Pakistan | [Brand]

Buy top-quality mobiles and tablets at the best prices in Pakistan. Discover the latest models for all your tech needs. Shop now at [Brand]!

[marketplace].com.pk > collection > mobiles > xiaomi

Buy Xiaomi Redmi Note 15 online at the best price in Pakistan

Buy Xiaomi Redmi Note 15 online at the best price in Pakistan. It offers 108MP camera, AMOLED screen, and 5G speed. Shop today at [Brand].

Illustrative search-result layout. The title and description text is copied from the live pages; it is not a screenshot of Google.

Built for the way Pakistan shops for phones

Model name + “price in Pakistan” in the title, the price on the page and the latest phones on the homepage: the search and the shop now say the same thing.

From a simple page to a full storefront

BEFORE

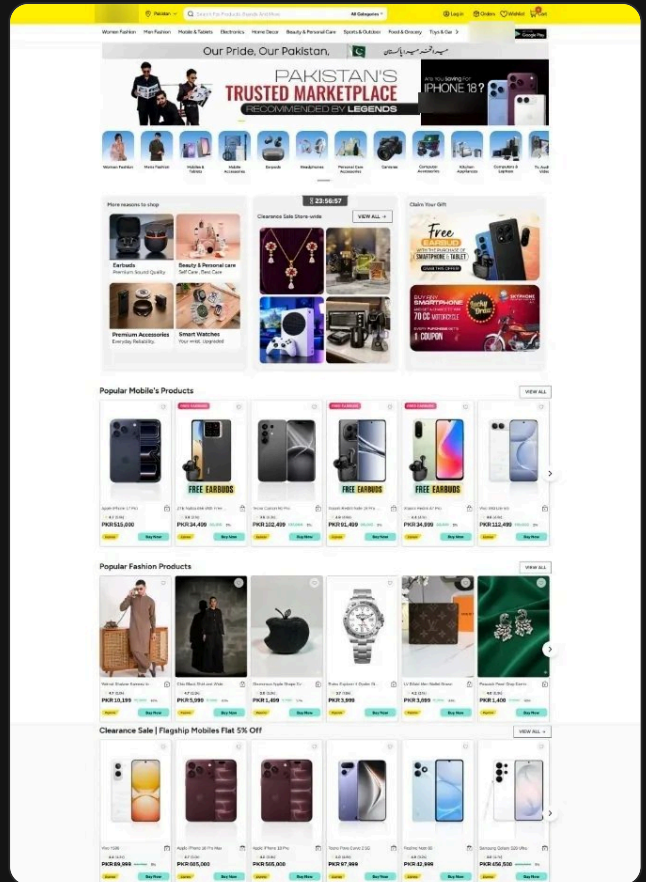
The old homepage

From our project notes

- ✗ A **very simple page** with only a few products on show
- ✗ Only **a few categories**, so the range of the catalogue was hidden
- ✗ **No trending products** to put the latest phones in front of shoppers

✗ Few products ✗ Few categories ✗ No trending products

AFTER



✓ Category icons ✓ Popular mobiles ✓ Deals & collections

The “before” is described from our project notes; no screenshot of the old homepage is shown. The “after” is a screenshot of the revamped live homepage (full page on page 06).

SEARCH SHOPPERS TYPE	LIVE TITLE ON THE MARKETPLACE	LENGTH
samsung galaxy s26 ultra price in pakistan	Samsung Galaxy S26 Ultra Price in Pakistan [Brand]	59 chars
mobiles price in pakistan	Mobiles & Tablets Price in Pakistan [Brand]	52 chars
redmi note 15 price in pakistan	Buy Xiaomi Redmi Note 15 online at the best price in Pakistan	61 chars

Example searches show the keyword pattern targeted; titles are copied from the live pages on 24 Oct 2026.

For Google

A homepage that links to every major category and the latest phones, and titles that match the search.

For searchers

The model and “price in Pakistan” right in the result, which is exactly what they asked for.

For buyers

Trending phones, deals and categories on the first screen, so they find the product and buy.

Clicks went from 104K to 992K. Impressions tripled.

Last 6 months vs previous 6 months in Google Search Console. Bars are drawn to scale from the exact totals in the report.

Total clicks

Previous 6 months

104K

Last 6 months

992K

Total impressions

Previous 6 months

2.7M

Last 6 months

8.1M

Average position (lower is better)

13.5 → 11.7

Average CTR

5.2% → 4.5%

Dipped as impressions tripled and the site showed for far more searches.

9x+

clicks: 104K → 992K (computed: over 9x)

3x

impressions: 2.7M → 8.1M (computed)

1.8

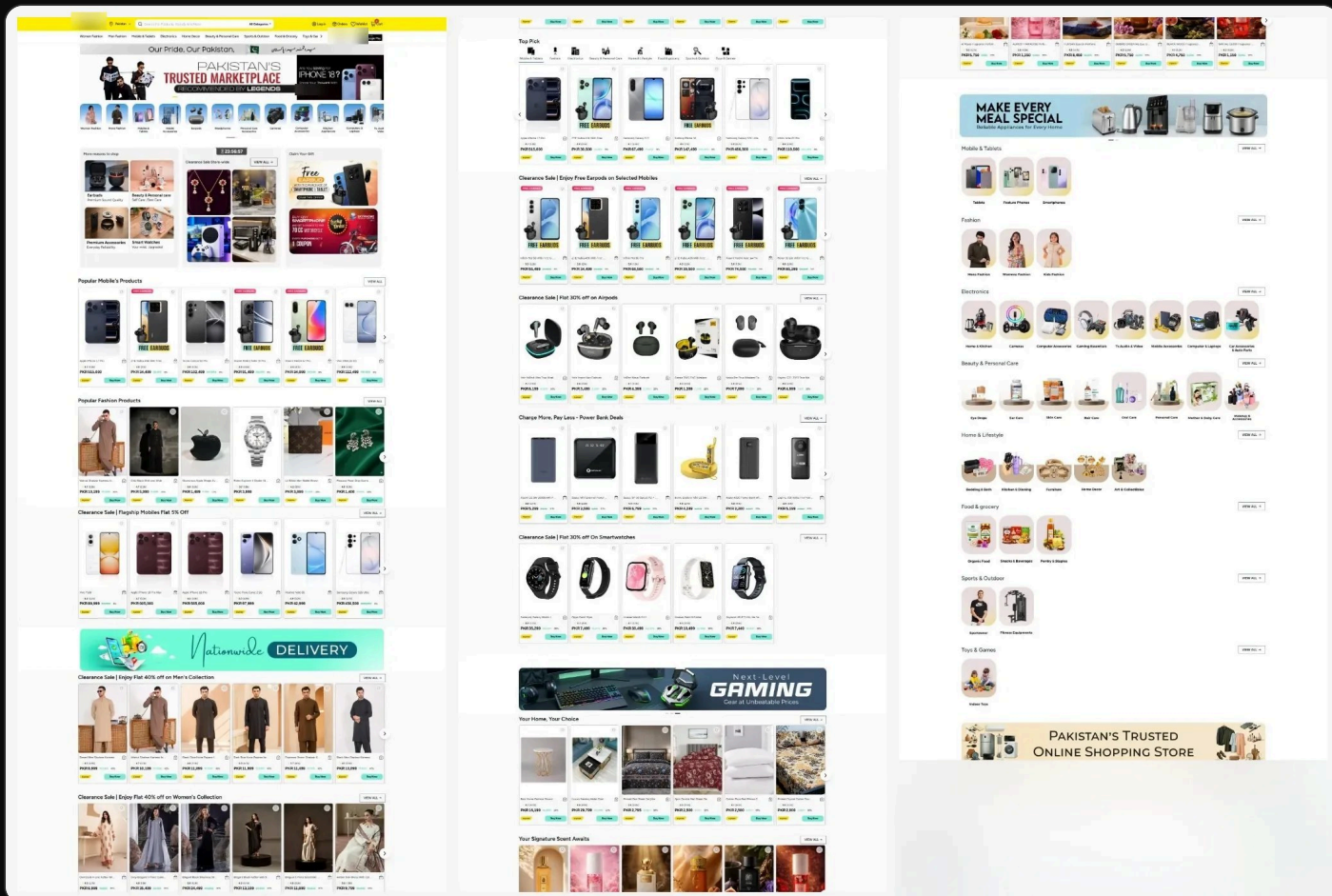
places higher average position: 13.5 → 11.7 (computed)

PROOF · ORIGINAL GOOGLE SEARCH CONSOLE SCREENSHOT

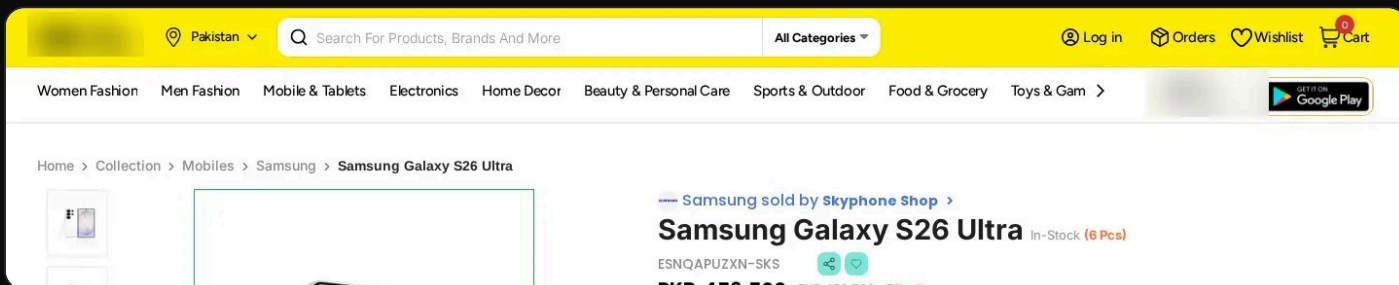


The revamped homepage, top to bottom

Popular mobiles, flagship deals, power banks, smartwatches, fashion, home and category grids. The full page is shown in three columns.



PROOF · LIVE PRODUCT PAGE (SAMSUNG GALAXY S26 ULTRA, 24 OCT 2026)



— KEY TAKEAWAYS

1 Your homepage is a shop window and a map
Show the range: products, categories and what's trending, for buyers and for Google.

2 Use the words buyers type
In Pakistan's phone market, that means "price in Pakistan" in titles and descriptions.

3 Product pages do the ranking
Refine each one around its keyword and give shoppers a reason to buy there.

4 Read the whole report
Clicks went from 104K to 992K even though average CTR dipped from 5.2% to 4.5%.

Want results like **this?**

We'll go through your store's homepage, product pages and metadata live and show you where the organic revenue is being left on the table. No cost, no obligation.

Book a free 15-min call →

calendar.app.google/JszsfSj1HZcDoH8n9

✓ Homepage & category review

✓ Title & keyword gaps

✓ Quick wins you can ship this week

Prefer a written review?

Get a [free SEO audit](https://whitelinko.com/free-seo-audit) of your store at whitelinko.com/free-seo-audit.

EMAIL

marketing@whitelinko.com

WHATSAPP

[+92 316 4372997](https://wa.me/923164372997)

WEBSITE

whitelinko.com

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