

PKR **32.9M**
in sales. **+90%.**
Built on organic.



How WhiteLinko rebuilt the brand's Shopify product pages, titles and product visuals for search *and* for buyers, using organic SEO and organic social work.

PKR 32,904,103

Total sales · **+90%** vs previous period

42.6K

Google clicks at a **6.2%** CTR, avg. position 5.4

18.7K

Orders · **+57%** vs previous period

WHAT MOVED THE NEEDLE

01 · Sectioned product pages

02 · 90–100 char keyword titles

03 · Headline + hook

04 · On-page content funnel

05 · Reviews + E-E-A-T

06 · Organic social graphics

07 · Benefit-callout listing images

08 · A+ content images

475.7K

sessions · **+58%**

692K

Google impressions

5.4

avg. Google position

3.45%

conversion rate

CLIENT

Skincare Brand in Pakistan

PLATFORM

Shopify

INDUSTRY

Beauty & skincare

WORK

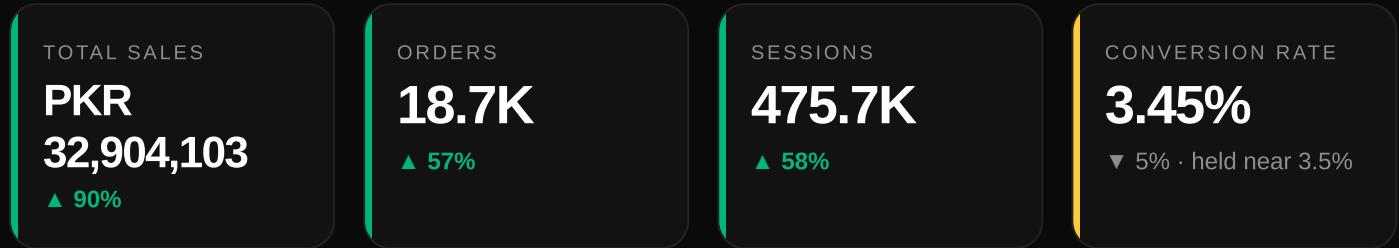
Organic SEO + social

RESULTS SNAPSHOT

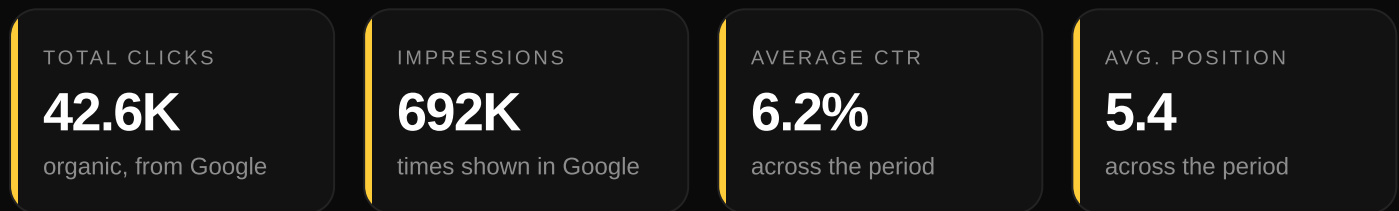
The numbers, straight from the dashboards

Every figure below comes directly from the brand's Shopify analytics and Google Search Console. We report the one metric that dipped as well.

SHOPIFY · ALL CHANNELS · CURRENT VS PREVIOUS PERIOD



GOOGLE SEARCH CONSOLE · ~3 MONTHS, DAILY (DATES NOT SHOWN IN SCREENSHOT)



THE CHALLENGE

Proven products, product pages that undersold them

The brand sells skincare, body care and hair care on Shopify. Products for pigmentation, brightening and hydration face heavy competition, and shoppers compare ingredients, results and trust before they buy.

The pages had to answer those questions, rank for the searches behind them and turn the visit into an order. We did it with **organic search** and **organic social** work.

WHAT WE FOUND

- ✗ Each product page was **one paragraph**, with no structure to scan
- ✗ Product titles were **just the product name**, with no concern, ingredient or benefit terms
- ✗ No headline or hook to say why the product matters
- ✗ No path from “*what does it do?*” to “*add to cart*”
- ✗ Listing images showed the product, not **what it does or what you gain**
- ✗ Reviews, E-E-A-T and social proof weren't working hard enough

THE GOAL

Turn every product page into an organic landing page that **ranks in Google**, **explains the product in seconds** and **converts visitors into orders**.

Eight organic moves. Every page built to rank **and** convert.

We treated each product page as a search landing page and a sales page at the same time. Here is what we did.

01

One paragraph → sectioned PDPs

Beauty Gains, Ingredients, How It Works, How to Use, Who Can Use, Caution and FAQs, each in its own section.

02

90–100 character keyword titles

Bare product names became titles carrying the concern, key ingredient and benefit shoppers search for.

03

Headline + hook at the top

A benefit headline and a one-line hook so visitors know straight away why the product matters.

04

An on-page content funnel

Content ordered to move a shopper from understanding, to interest, to conversion.

05

Reviews + E-E-A-T

Reviews, ingredient detail, usage guidance and cautions placed where buyers make the decision.

06

Organic social presence

High-performing graphics to build the brand on social. Organic work.

07

Listing images with callouts

Product images annotated with what the product does and what the customer gains.

08

A+ content images

Amazon-style A+ image modules on the page, built to explain the product and convert.

THE PDP CONTENT FUNNEL



Each section answers the buyer's next question. Google gets rich, relevant content to rank, and shoppers get a clear path to checkout.

HOW THE WORK STACKS

Foundation: be found

Keyword-rich titles + sectioned PDP content

Persuasion: be understood

Headline, hook, content funnel, callout listing images, A+ modules

Trust & reach: be chosen

Reviews, E-E-A-T signals, organic social graphics

Grouping of the work by goal. Exact rollout dates aren't part of the source data.

From one paragraph to a page that sells

BEFORE



Melasma Cream

Rs. 2,174

ADD TO CART

Melasma Cream targets stubborn dark spots and melasma, helping even out skin tone. Formulated with active ingredients like Tranexamic Acid and Kojic Acid to fade hyperpigmentation. Provides deep, lasting hydration to keep your skin nourished and soft. Enhances skin's natural glow by combating uneven pigmentation. Lightweight and fast-absorbing for a smooth, non-oily finish.

...ingredients, usage, suitability and cautions all buried in one block

✕ No headline ✕ No hook ✕ No sections ✕ No proof
 ✕ Name-only title

AFTER



Melasma Cream for Hyperpigmentation, Dark Spots & Discoloration | Hydrating & whitening

Reviews shown on page

Rs. 2,174

ADD TO CART

Fade stubborn dark spots. Even out your tone.

Tranexamic Acid + Kojic Acid in a light, non-greasy cream.

Melasma Dark spots Hydrating Non-greasy

Beauty Gains

Reduces Melasma: targets stubborn dark spots. **Brightens Dark Spots:** Tranexamic + Kojic Acid. **Hydrates Skin. Non-Greasy Formula.**

Ingredients

How It Works

How to Use

Who Can Use

Caution

FAQs

Reviews & social proof section, placed next to the buying decision

Illustrative mockups recreated for this case study. Product image, price, current title and the section names and copy are from the brand's live store. The headline and hook show the format only. The live accordion appears as proof on page 5.

PRODUCT TITLES: NAME ONLY → KEYWORD-RICH

"After" = current live titles on the brand's store

Melasma Cream	→	Melasma Cream for Hyperpigmentation, Dark Spots & Discoloration Hydrating & whitening	90 chars
Arbutin Face Mousse	→	Dr Laila Arbutin Face Mousse Cleanser with Collagen & Vitamin E Bright Smooth Skin 150ml	90 chars
Aloe Vera Care Kit	→	Aloe Vera Complete Care Kit Arbutin 3% Beauty Cream, Aloe Vera Mousse, & Smooth Skin Serum	92 chars

For Google

Structured content and titles that match concern + ingredient searches.

For searchers

Titles that say what the product treats and why, right in the results.

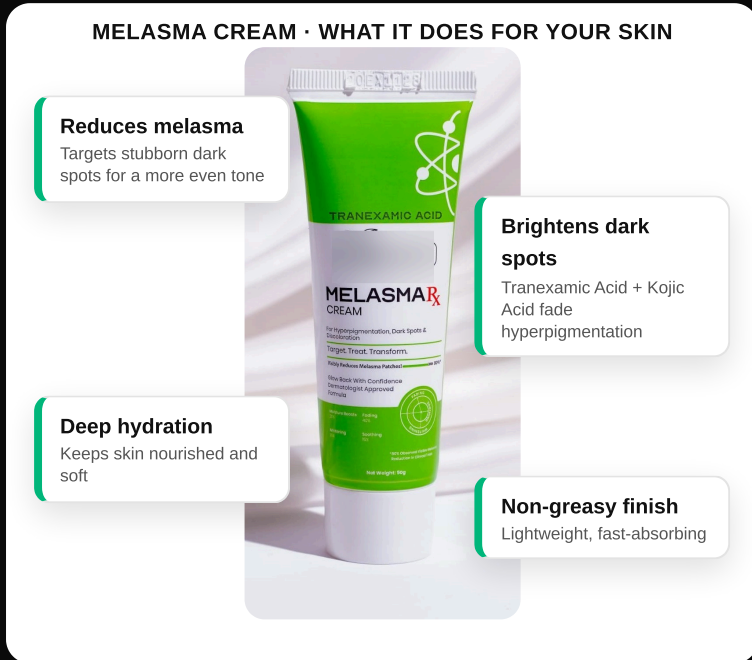
For buyers

Answers in the order buyers ask, with cautions and FAQs that build trust.

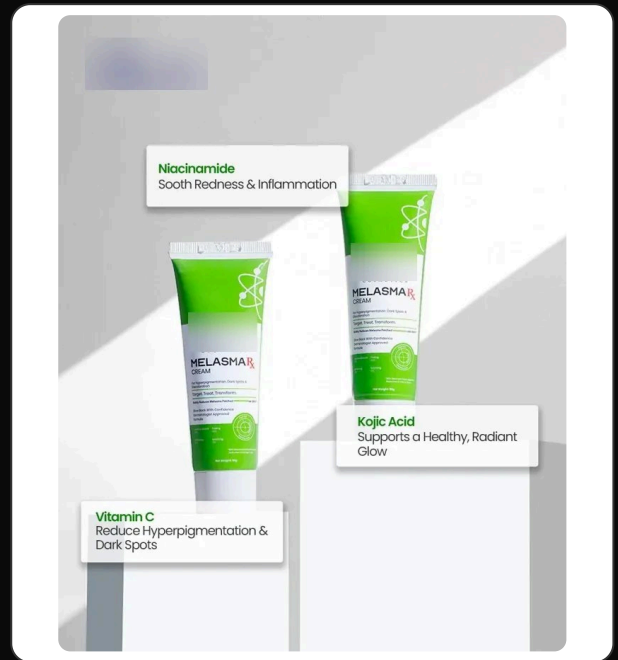
Images that show **what it does** and **what you gain**

Shoppers scan images before they read. We turned plain product shots into listing images with benefit callouts, and added Amazon-style A+ modules lower on the page.

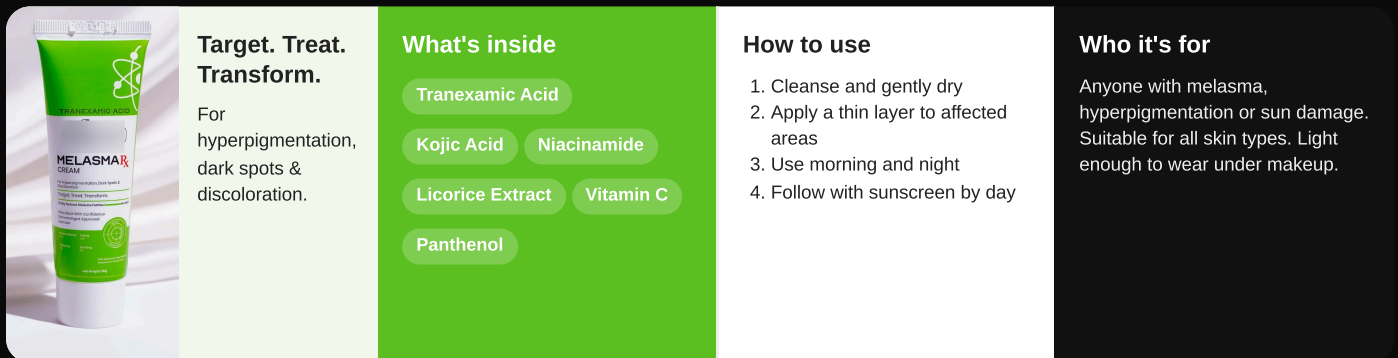
CALLOUT LISTING IMAGE · ILLUSTRATIVE



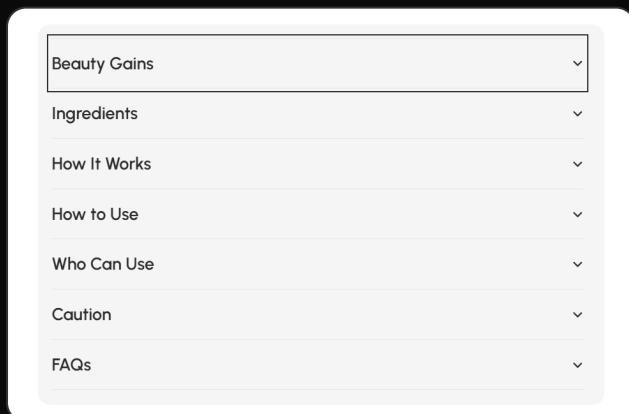
LIVE LISTING IMAGE ON THE BRAND'S STORE



A+ CONTENT STRIP · ILLUSTRATIVE EXAMPLE BUILT FROM THE REAL PRODUCT & PAGE COPY



PROOF · LIVE PDP SECTIONS



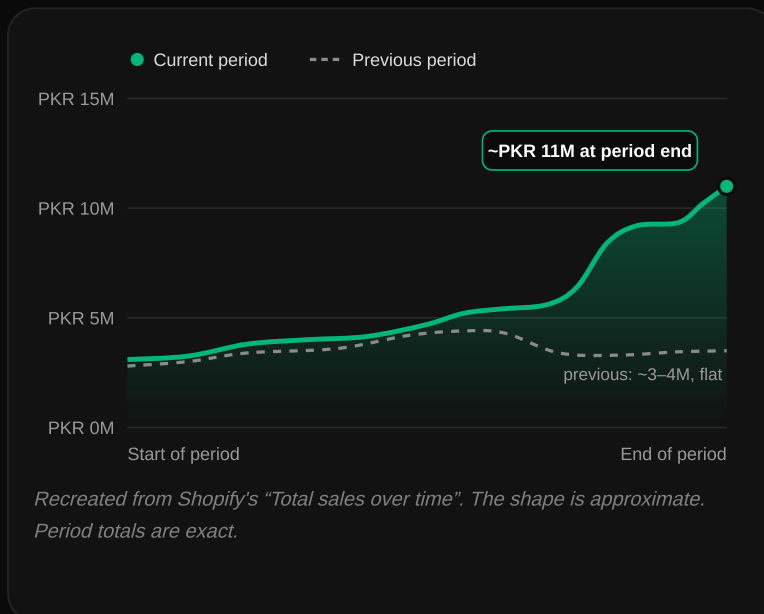
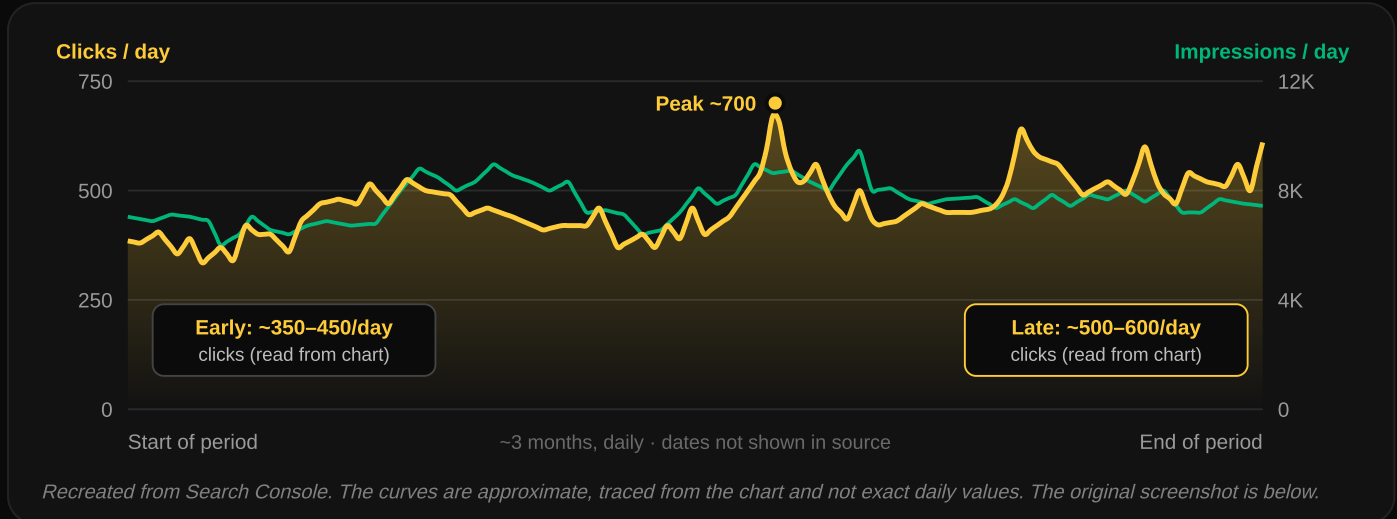
Organic social, same visual language

We built the brand's organic social presence with high-performing graphics that carry the same benefit-first message as the listing images.

- ✓ One clear benefit per graphic
- ✓ Ingredients and results shown, not just the pack
- ✓ Consistent look from feed to product page

Clicks kept climbing. Sales **nearly doubled**.

Daily Google clicks rose from about 350–450 early in the period to about 500–600 later on, peaking near 700, while impressions held steady at around 6–9K a day. Sessions grew 58% and orders 57%. Conversion held near 3.5% (3.45%, down 5%) even with far more traffic. Conversion held near 3.5% (3.45%, down 5%) even with far more traffic.



TOTAL SALES

PKR 32,904,103

▲ 90% vs previous period

ORDERS · SESSIONS

18.7K · 475.7K

▲ 57% · ▲ 58%

AVG. ORDER VALUE

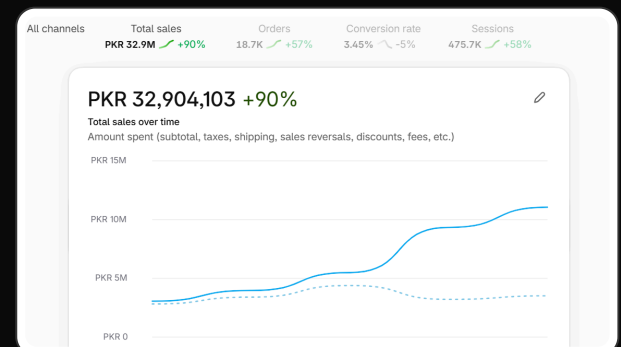
≈ PKR 1,760

calculated: sales ÷ 18.7K orders

PROOF · GOOGLE SEARCH CONSOLE



PROOF · SHOPIFY ANALYTICS



— KEY TAKEAWAYS

1

Structure beats a paragraph

Sections like Ingredients, How to Use and FAQs give Google more to rank and buyers more reasons to stay.

2

Titles are free real estate

Concern + ingredient + benefit in 90–100 characters tells searchers exactly what the product does.

3

Images sell before words do

Callout listing images and A+ modules show the benefit at a glance.

4

Trust closes the sale

Reviews, cautions and E-E-A-T helped conversion hold near 3.5% while traffic grew 58%.

Want results like **this**?

We'll go through your store's product pages 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

✓ Product page review

✓ Title & keyword gaps

✓ Quick wins you can ship this week

Not ready for a call?

Reply with one word, **PAGES**, by email or WhatsApp, and we'll send you 3 quick fixes for your product pages.

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