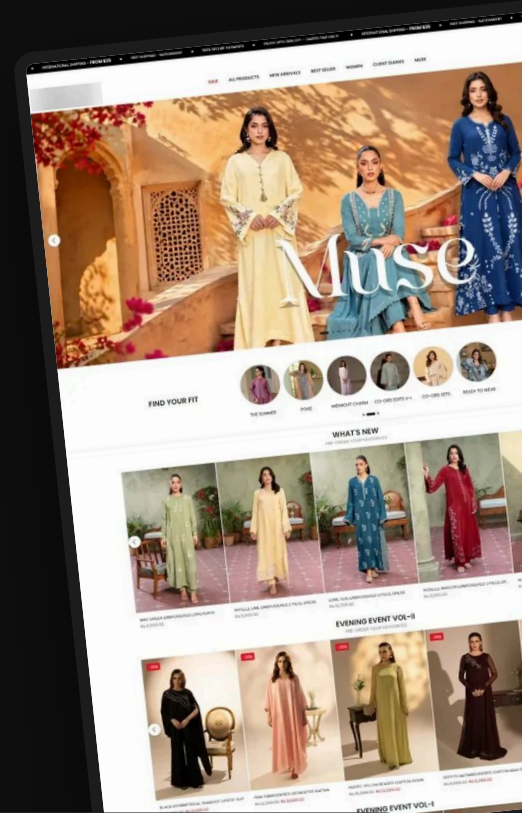


# 991 → 23K

## Google impressions.

### Over 22× in 3 months.

How WhiteLinko rebuilt the brand's homepage, rewrote its titles and descriptions for clothing searches and refined its product pages, comparing the *last 3 months* with the *previous 3 months* in Google Search Console.



## 23K

Google impressions · last 3 months  
991 in the previous 3 months

## Over 22×

Impressions vs previous 3 months  
calculated:  $23K \div 991$

#### WHAT MOVED THE NEEDLE

01 · Full homepage revamp

02 · Clothing keyword research

03 · Keyword-targeted titles & metas

04 · Refined product pages

05 · Ranking new keywords

## Over 22×

impressions · **calculated**

## 23K

impressions · **was 991**

## 1.3%

avg. CTR · was 6.9%

## 30.7

avg. position · was 26.9

CLIENT

Womenswear Brand in  
Pakistan

PLATFORM

Shopify

INDUSTRY

Women's fashion &  
clothing

MARKET · TIMEFRAME

Pakistan · 3 months

## RESULTS SNAPSHOT

# The numbers, straight from Search Console

Every figure below is copied exactly from the brand's Google Search Console Performance report. No estimates and no rounding up, including the two averages that got worse. The clicks total is left out of this copy while it is being re-checked.

GOOGLE SEARCH CONSOLE · LAST 3 MONTHS VS PREVIOUS 3 MONTHS

IMPRESSIONS

**23K**

▲ from 991

AVERAGE CTR

**1.3%**

▼ from 6.9%

AVG. POSITION

**30.7**

▼ from 26.9 · lower is better

### WHY AVERAGE CTR AND POSITION DIPPED

Both are averages across every search the brand appears for. When a site starts ranking for many new keywords, most of them first show up lower in the results, where fewer people click. That moves average position from 26.9 to 30.7 and average CTR from 6.9% to 1.3% on paper, while impressions grow.

## THE CHALLENGE

### A big range, a homepage that hid it

The client is a Pakistani clothing brand that sells ready-to-wear, unstitched suits, co-ord sets, luxury lawn and evening wear online, with delivery across Pakistan.

The homepage didn't show that. It was a **very simple page**: a few products, a few categories and no trending products. Shoppers saw a small slice of the range, and Google had little to rank.

### WHAT WE FOUND

- ✗ The homepage was a very simple page showing only a few products
- ✗ Only a few categories were linked, so most collections were hard to reach
- ✗ No trending products to show what was new or in season
- ✗ Titles and meta descriptions weren't targeted at clothing-niche keywords
- ✗ Product pages needed refining for search and for shoppers

### THE GOAL

Turn the homepage and product pages into organic landing pages that **show the whole range** and **rank for the clothing searches** Pakistani shoppers make.

# Five moves. One storefront **built to rank.**

The same playbook we use for e-commerce stores, applied to the clothing niche: show the range, speak the shopper's language, then make every page specific.

01

## A full homepage revamp

From a very simple page with a few products, a few categories and no trending products to a full storefront with collections, new arrivals, best sellers, reviews and trust badges.

02

## Keyword research for the clothing niche

How shoppers in Pakistan search for women's clothing, by product type, fabric, style and occasion (ready-to-wear, unstitched, co-ord sets, embroidered 2-piece dresses, lawn), mapped to the homepage, collections and products.

03

## Keyword-targeted titles & meta descriptions

Titles and descriptions that say what each page sells, for whom and where, in the words shoppers use.

04

## Refined product pages

Names and descriptions that spell out colour, fabric, embroidery and cut, so each page can rank for specific searches.

05

## Ranking the new keywords

Target keywords tracked in Google Search Console as the revamped pages started appearing for new clothing searches.

### THE NEW HOMEPAGE, TOP TO BOTTOM

#### Hero banner · latest collection

"Find your fit" category shortcuts

What's New

Collection rails · Evening Event, The Summer, Silk Printed...

Best Selling

Client Diaries

Customer reviews · Instagram

#### Shipping, payment, returns & support badges

Sections as they appear on the live revamped homepage (see page 6).

### More range, more searches.

Every collection and product the homepage links to is another page that can show up in Google, and another way into the store.

# From a simple page to a full storefront

## BEFORE

### The old homepage

From our project notes

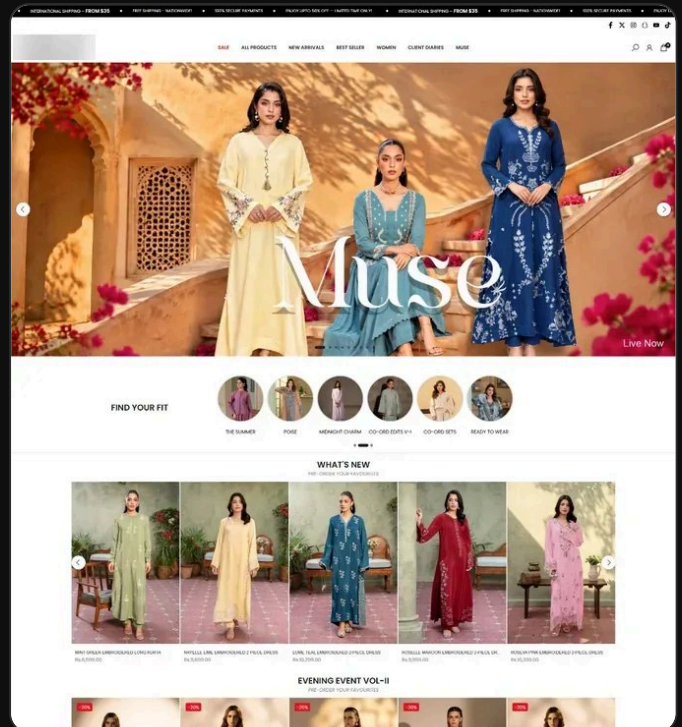
- ✗ A **very simple page** showing only a few products
- ✗ Only a **few categories**, so most collections were hard to reach
- ✗ **No trending products** to show what was new or in season

✗ Few products

✗ Few categories

✗ No trending products

## AFTER



✓ Hero banner

✓ Category shortcuts

✓ What's New & collection rails

Before is described from our project notes; no screenshot of the old homepage is shown. After is a screenshot of the brand's live revamped homepage.

## TITLES & META DESCRIPTIONS · KEYWORD-TARGETED

Current live titles on the brand's site, Oct 24, 2026

|            |                                                                                                                                                                                                                                                     |          |
|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| Homepage   | <b>[Brand] Clothing Brand for Men &amp; Women   Online Fashion Store</b><br>[Brand] Clothing Brand in Pakistan for Men & Women. Buy stylish ready-to-wear and unstitched suits and dresses at the best price in Pakistan, with nationwide delivery. | 60 chars |
| Collection | <b>Explore [Brand] women Co-Ord Sets Online in Pakistan</b><br>[Brand] co-ord sets offer easy matching outfits for modern women. Elegant pret designs for daily wear and festive looks. Shop online across Pakistan.                                | 51 chars |
| Product    | <b>Buy Nayelle Lime Embroidered 2-Piece Dress in Pakistan   [Brand]</b><br>Shop Nayelle, a lime 2 piece stitched dress in dull raw silk, featuring delicate embroidery, a relaxed kaftan style shirt & straight pants. Delivery nationwide.         | 63 chars |

### For Google

More collections and products linked from the homepage, each with a clear keyword target to rank on.

### For searchers

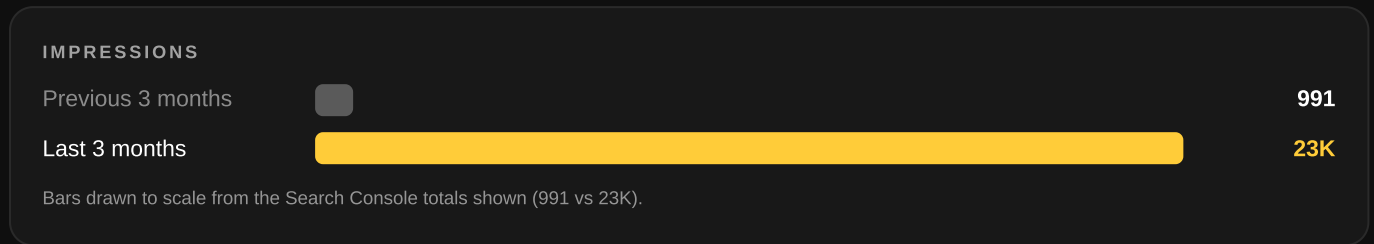
Titles that say what the page sells and where it ships, right in the search results.

### For shoppers

The whole range, new arrivals and best sellers on one page, with trust badges before they buy.

# Impressions went from 991 to 23K

Last 3 months vs previous 3 months in Google Search Console. As the revamped homepage, new metadata and refined product pages took hold, the brand started showing up for many more clothing searches.



**Over 22×**

impressions vs the previous 3 months  
(calculated:  $23K \div 991$ )

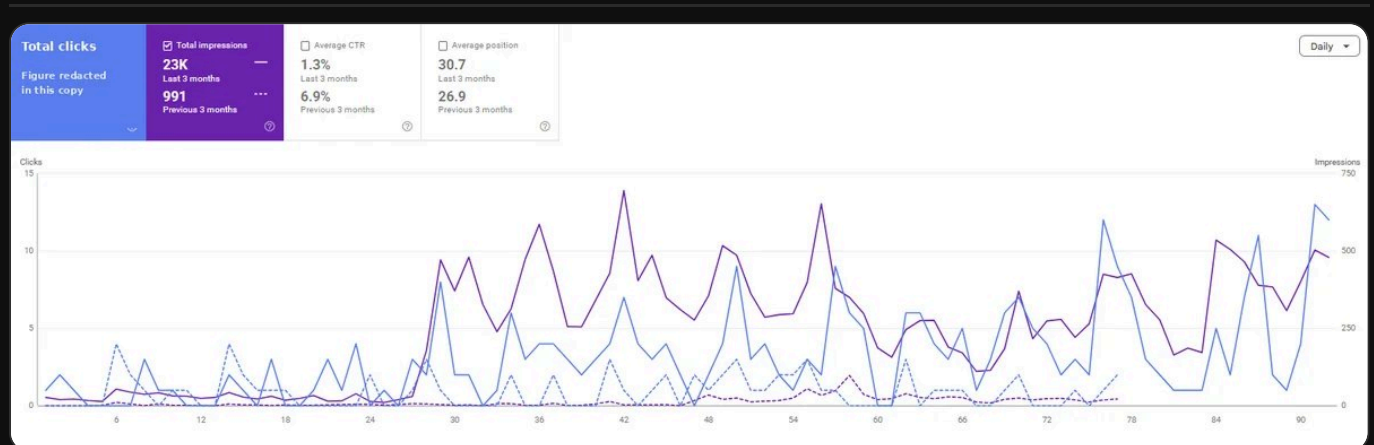
**1.3%**

average CTR, from 6.9%. Diluted by  
many new, lower-ranking searches

**30.7**

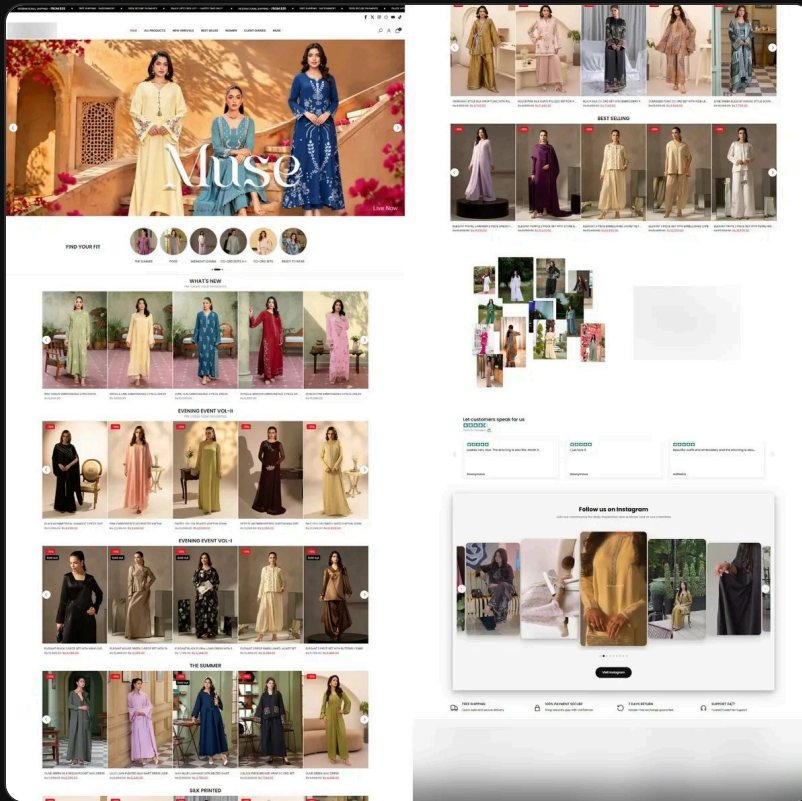
average position, from 26.9. Lower is  
better; new keywords enter deeper in the  
results

## PROOF · ORIGINAL GOOGLE SEARCH CONSOLE SCREENSHOT

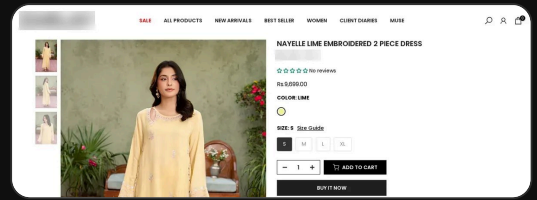


Google Search Console Performance report, Womenswear Brand in Pakistan, last 3 months vs previous 3 months. Daily view; dashed lines show the previous 3 months. The clicks tile is redacted in this copy.

# The revamped homepage and product pages



Full revamped homepage, shown in two columns (top half | bottom half).



Live product page, captured Oct 24, 2026.

## PRODUCT NAMES THAT MATCH SEARCHES

- ✓ Nayelle Lime Embroidered 2 Piece Dress
- ✓ Royal Blue Embroidered Shamooz Gown
- ✓ Ice Blue 2 Piece Shamooz Co-Ord Set
- ✓ Pastel Yellow Beaded Chiffon Gown

Live product names on the brand's site: colour, fabric, embroidery and cut.

## KEY TAKEAWAYS

### 1 Your homepage is your biggest category page

Show the range: new arrivals, collections, best sellers and trust signals.

### 2 Titles are free real estate

Say what you sell, for whom and where, in the words shoppers type.

### 3 Specific names win specific searches

Colour, fabric, embroidery and cut match how people search for clothes.

### 4 Read the averages in context

Ranking for many new keywords can lower average CTR and position while impressions grow.

# Want results like **this?**

We'll go through your store live and show you where the organic traffic is being left on the table. No cost, no obligation.

**Book a 15-min call →**

[calendar.app.google/JszsfSj1HZcDoH8n9](https://calendar.app.google/JszsfSj1HZcDoH8n9)

✓ Homepage & collection review

✓ Title & keyword gaps

✓ Quick wins you can ship this week

## Not ready for a call?

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

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## WhiteLinko

SEO AGENCY · LAHORE, PAKISTAN