



Pakistani Digital Consultancy

SEO CASE STUDY OVERVIEW

Organic visibility, service-led traffic, and lead intent growth

Assisted the team with PPC initiatives during the site's SEO overhaul and updating process. All figures are estimated.



Challenges & Objectives

Before SEO Optimization:

- Service pages not ranking consistently
- Broad messaging
- Low visibility on high-intent keywords
- Enquiry path not optimised (CTA + flow)

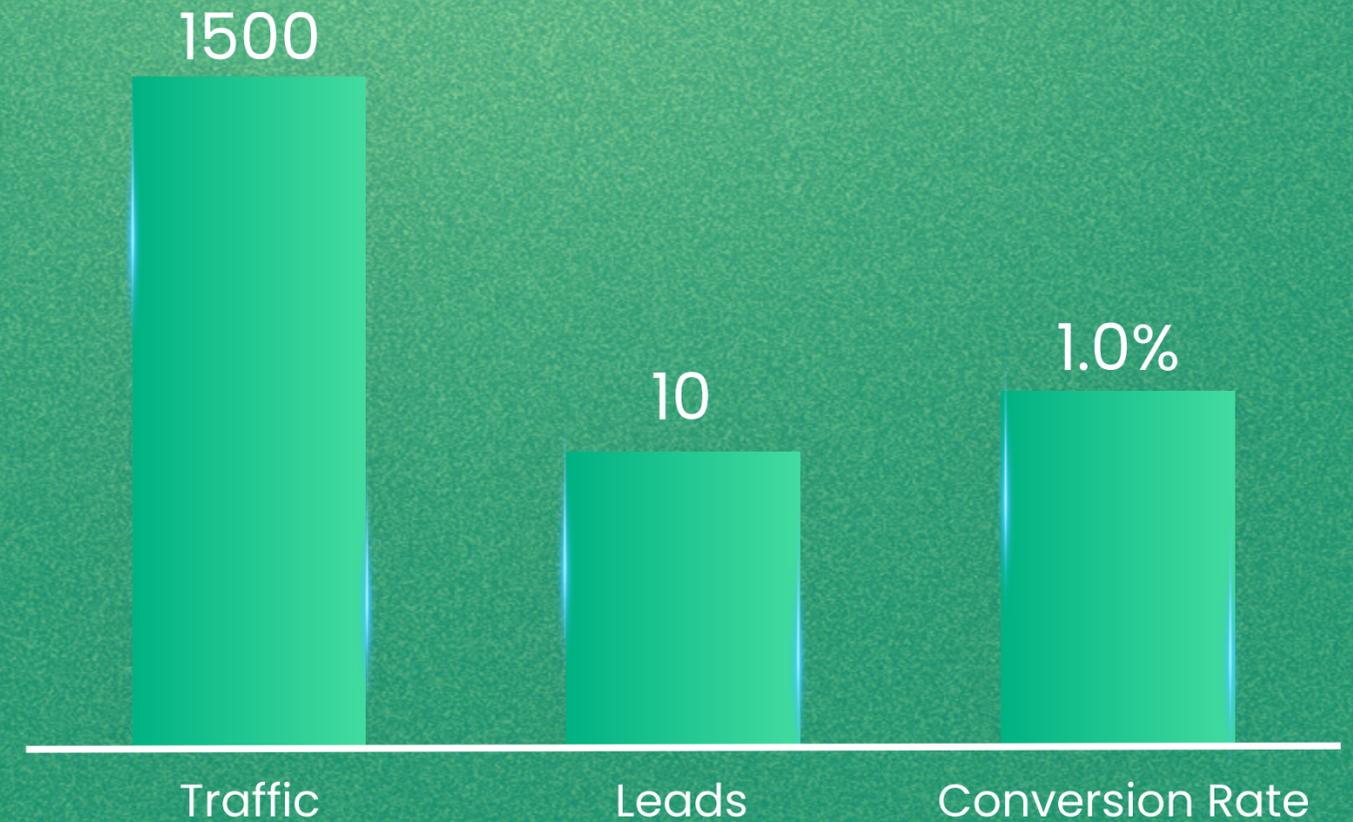
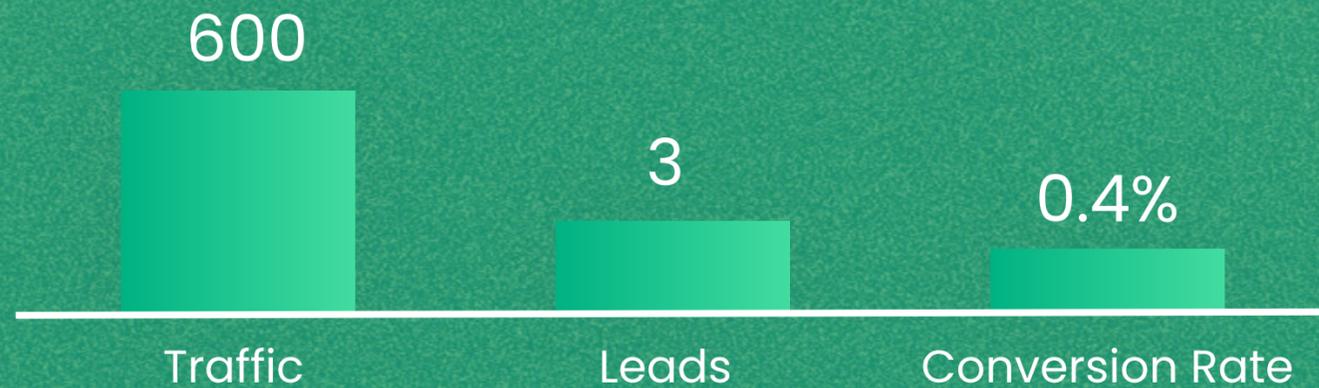
After SEO Optimization:

- Increase organic traffic services
- Improve keyword rankings
- Strengthen content structure
- Build clearer conversion pathways

Performance Transformation

Before

After



+200% Qualified Lead Growth

Measured Results

+140%
Traffic Growth

+180%
Lead Increase

+0.9%
Conversion Rate

High
Authority Signals

A8OM helped us turn our service pages into consistent enquiry drivers.

- Client Testimonial

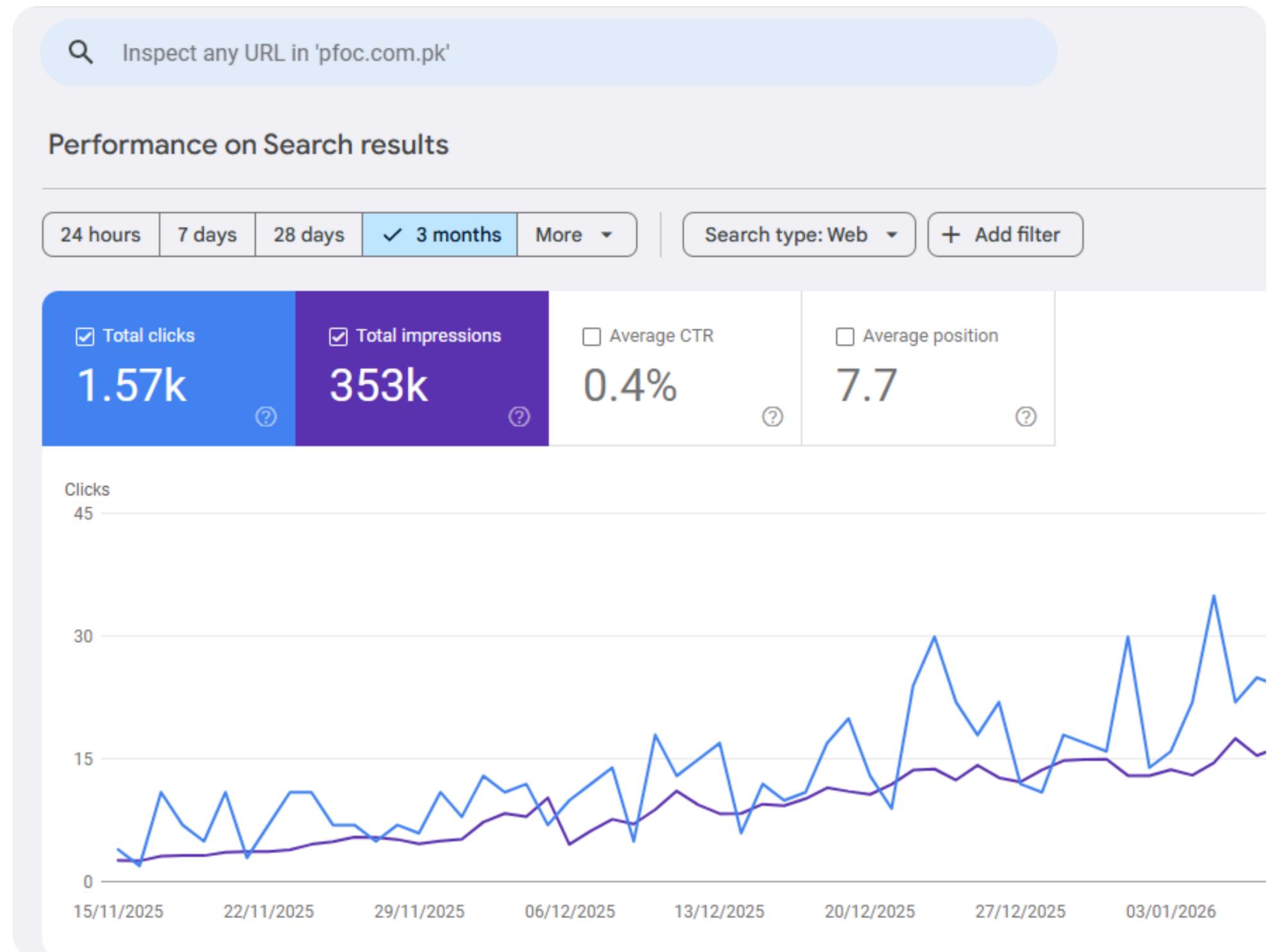
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Service-led SEO growth, improving visibility across high-intent queries and driving more qualified enquiries.

Client name removed for confidentiality.

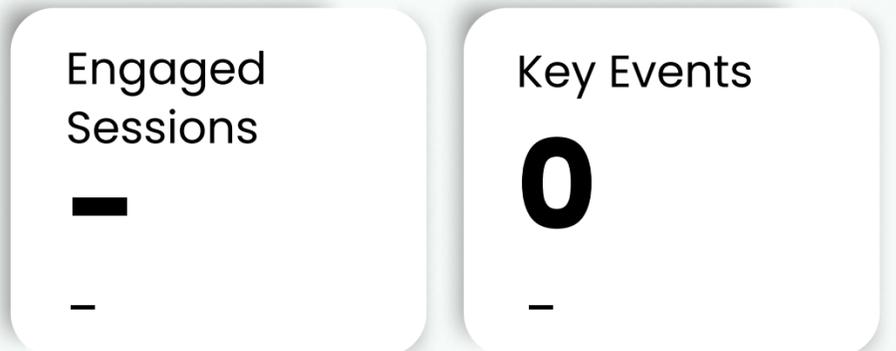
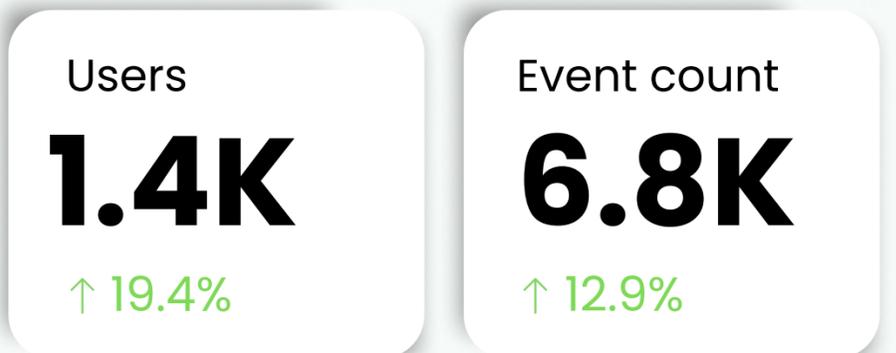
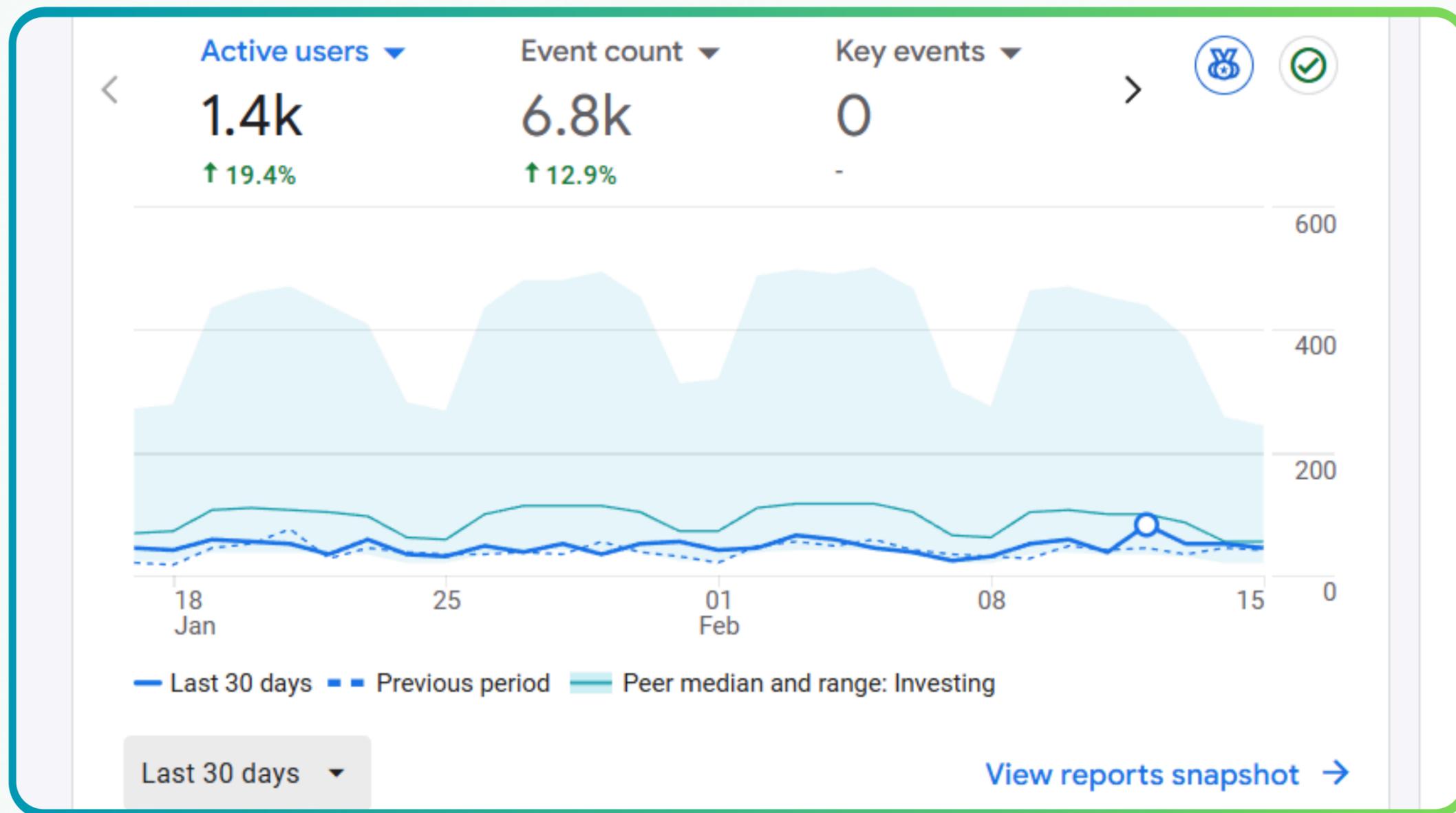
SEO Performance Snapshot

Last 3 months | Google Search Console



Analytics Snapshot

Google Analytics | Last 90 Days



- Key Takeaways
- Higher engagement
 - Traffic growth trend
 - Conversion activity improving

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Ready to Scale?

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