WhiteLinko

E-COMMERCE SEO CASE STUDY

$113K in sales. +20%. Zero ad spend.

How WhiteLinko rebuilt the brand's Shopify product pages for search *and* for buyers — and grew revenue with 100% organic work.

$113,201
Total sales · +20% vs previous period

~4×
Daily Google clicks, Jan → late Apr 2026 (read from chart)

$0
Spent on ads. Organic search & social only

WHAT MOVED THE NEEDLE

- 01 · Rebuilt 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

1,020	52.2K	13.9K	605K
orders · +15%	sessions · +15%	Google clicks	impressions

CLIENT	PLATFORM	INDUSTRY	CHANNEL
Dry Herb Vaporizer Brand	Shopify	Vaporizers & accessories	100% organic

RESULTS SNAPSHOT

The numbers, straight from the dashboards

Every figure below is taken directly from the brand's Shopify and Google Search Console reports. No estimates and no rounding up.

SHOPIFY · CURRENT VS PREVIOUS PERIOD

TOTAL SALES	ORDERS	SESSIONS	CONVERSION RATE
$113,201.69	1,020	52.2K	1.67%
▲ 20%	▲ 15%	▲ 15%	▲ 2%

GOOGLE SEARCH CONSOLE · JAN 1 – APR 30, 2026

TOTAL CLICKS	IMPRESSIONS	AVERAGE CTR	AVG. POSITION
13.9K	605K	2.3%	13.4
organic, from Google	times shown in Google	across the period	across the period

THE CHALLENGE

Good products, product pages that didn't sell them

The brand sells premium vaporizers and accessories on Shopify. The products were strong. The pages weren't doing their job, for Google or for shoppers.

Paid ads also weren't a reliable option in this category, so growth had to come from organic search and organic social.

WHAT WE FOUND

- ✕ Each product page was **one long paragraph**, hard to scan and easy to leave
- ✕ Product titles were **just the product name**, with no search terms or benefits
- ✕ No headline or hook to tell visitors why the product matters
- ✕ No structure moving a visitor from *"what is it?"* to *"add to cart"*
- ✕ Weak trust signals: reviews and E-E-A-T proof weren't front and centre
- ✕ Thin social presence to back up the brand

THE GOAL Turn product pages into organic landing pages that rank in Google and convert visitors into orders, without paying for a single click.

STRATEGY & ACTION STEPS

Six moves. No ads. Every page built to rank and convert.

We treated each product page as a search landing page and a sales page at once. Here is what we did, in order.

01

Rebuilt every product page

Replaced the single paragraph with structured sections: Description, Specifications, What's in the box?, How to use?, Accessories, Warranty & Support, Why Choose [Brand]?

02

Keyword-rich product titles

Turned bare product names into 90–100 character titles carrying the product name, category terms and key benefits.

03

Headline + hook above the fold

A clear benefit headline and a one-line hook at the top of each page, so visitors know straight away why it's worth reading.

04

An on-page content funnel

Ordered the content so it moves a shopper from understanding, to interest, to conversion.

05

Reviews + E-E-A-T trust signals

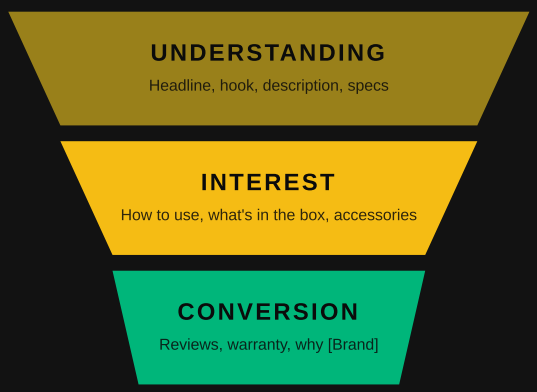
Put reviews, warranty, support and brand credibility where buyers make their decision.

06

Organic social presence

Built the brand's social channels with high-performing graphics. Organic only, nothing boosted.

THE PDP CONTENT FUNNEL



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

100% organic. Strictly no ads.

Every result in this case study came from on-page SEO, content and organic social. There was no paid search, no paid social and no boosted posts.

BEFORE VS AFTER

From a wall of text to a page that sells

BEFORE

.com/products/…

[Product]

$75.00

ADD TO CART

The [Product] is an appealing, super portable vape for on-the-go with an ergonomic design, simple user interface, yet sophisticated heating technology, just like our previous model. The small size and comfort grip makes the [Product] completely unique amongst all [Brand] models. The back side's surface is inspired by the spiritual Seed Of Life symbol that is smartly hiding a useful packing tool/chamber empty tool underneath.

…specs, box contents, usage and warranty all buried in one block

× No headline · × No hook · × No sections · × No reviews · × Name-only title

AFTER

d].com/products/portable-vaporizer

[Product] | Ultra-Portable Vape – Ergonomic Design, Built-in Tools for Easy Use

★★★★★ Customer reviews

$75.00

ADD TO CART

Super portable. Built for life on the go.

Comfort grip, simple controls and a packing tool hidden in the back.

Ultra-portable · Ergonomic · Built-in tool

- **Description**
  A super portable vape with an ergonomic design, a simple interface and sophisticated heating technology.
- Specifications
- What's in the box?
- How to use?
- Accessories
- Warranty and Support
- Why Choose [Brand]?

★ Reviews & social proof section: real customer feedback shown next to the buy decision

Illustrative mockups recreated for this case study. Product image, price and title are from the brand's live store. The headline and hook show the format only. The live accordion sections appear as proof on page 6.

PRODUCT TITLES: NAME ONLY → KEYWORD-RICH

Example format · current live titles on the brand's store

~~ENSŌ~~	→	ENSŌ ELECTRIC HOOKAH | Non-Nicotine Herbal Molasses, Sleek Modular Design, Smooth Draw Experience	97 chars
~~OM Keychain~~	→	OM KEYCHAIN | Elegant Design – Gunmetal Finish, Discreet, Fast Heating and USB Rechargeable	91 chars
~~NAVA Pouch Starter Kit~~	→	NAVA Pouch Starter Kit | Universal Dosing Pouches for Dry Herb Vaporizers with Sealer Tool	90 chars

For Google

More relevant, structured content and keyword-rich titles for each product to rank on.

For searchers

Titles that say what the product is and why it's different, right in the search results.

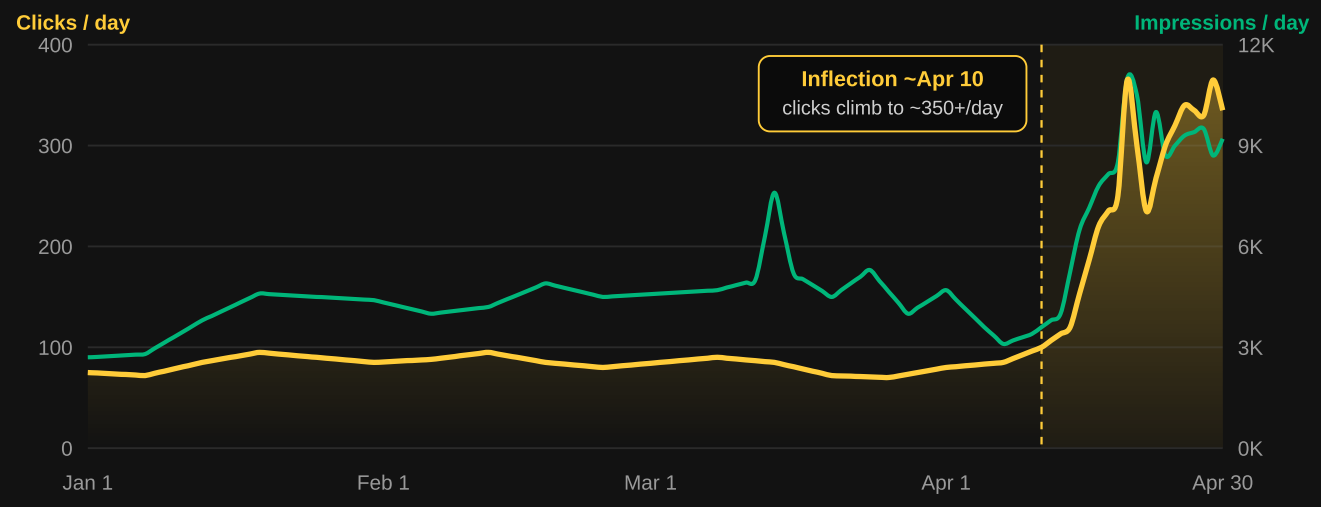
For buyers

Answers in the order buyers ask, with trust signals right where they decide.

RESULTS · GOOGLE SEARCH

Organic clicks went up roughly 4× once the new pages took hold

From January to early April, clicks held flat at about 60–100 a day. From around April 10 they climbed fast, passing 350 a day by late April. Daily impressions roughly doubled over the same weeks, from about 3–5K to 9–10K.



Recreated from Search Console (Jan 1 – Apr 30, 2026, daily). The curves are approximate and traced from the chart, not exact daily values. See the original screenshot below.

~4×

daily clicks: ~80–100 → ~350+ (read from chart)

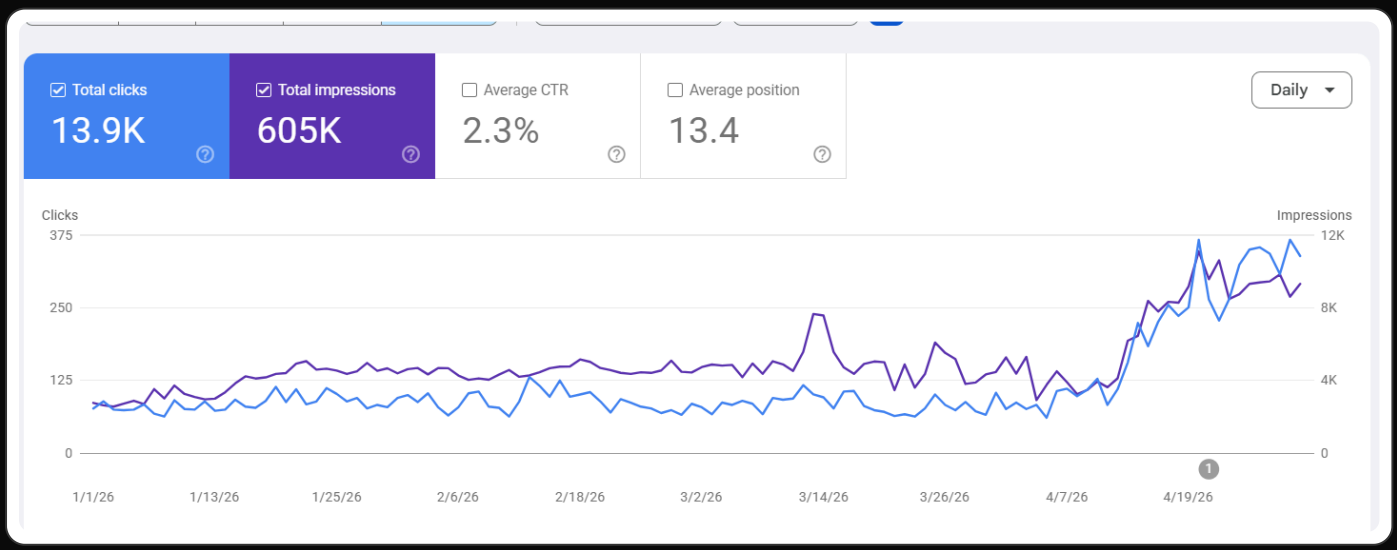
~2×

daily impressions: ~3–5K → ~9–10K (read from chart)

13.9K

total organic clicks from 605K impressions

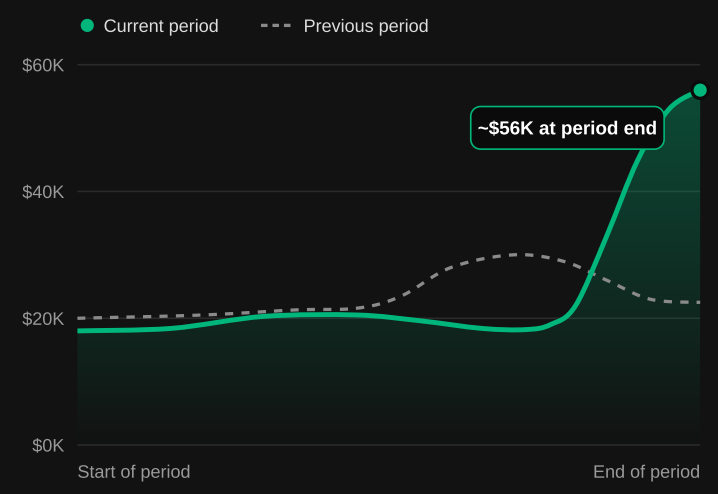
PROOF · ORIGINAL GOOGLE SEARCH CONSOLE SCREENSHOT



RESULTS · REVENUE

Traffic turned into $113,201.69 in sales, up 20%

Sales ran at about $18–20K before climbing steeply to around $56K at the end of the period. The previous period peaked at about $30K. More sessions (+15%) at a slightly higher conversion rate (+2%) produced 15% more orders.



Recreated from Shopify's "Total sales over time" chart. The shape is approximate, and the period totals are exact.

TOTAL SALES

$113,201.69

▲ 20% vs previous period

ORDERS

1,020

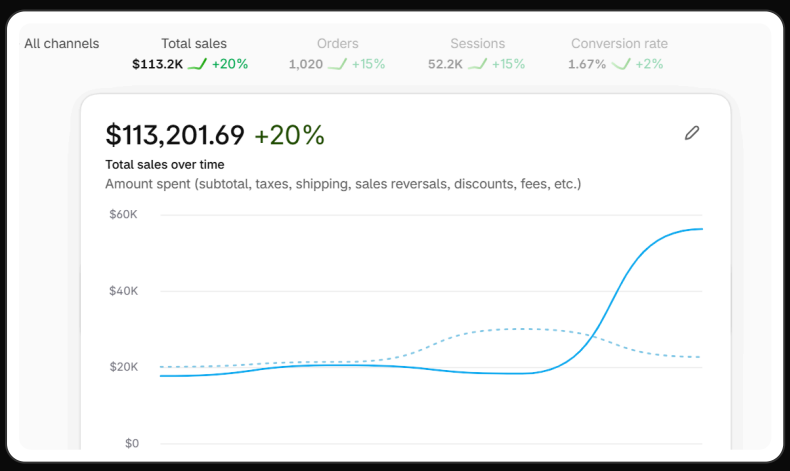
▲ 15% vs previous period

AVG. ORDER VALUE

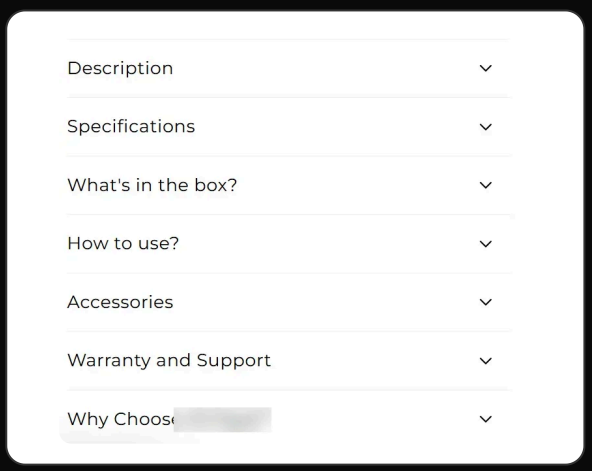
$110.98

calculated: sales ÷ orders

PROOF · SHOPIFY ANALYTICS



PROOF · LIVE PDP SECTIONS



KEY TAKEAWAYS

1 Your product page is your best SEO asset

Structured, useful content gives Google something to rank and gives buyers a reason to stay.

2 Titles are free real estate

Going from a bare name to a 90–100 character title tells both searchers and Google what the product is.

3 Write for the whole buying journey

Understanding → interest → conversion. Answer each question in the order buyers ask it.

4 Trust closes the sale

Reviews and E-E-A-T signals turn a visit into an order, without paying for the click.

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.

EMAIL
marketing@whitelinko.com

WHATSAPP
+92 316 4372997

WEBSITE
whitelinko.com

WhiteLinko

SEO AGENCY · LAHORE, PAKISTAN