

26.1K
Google impressions.
Over 20x more.
Position 43 → 7.



How WhiteLinko turned the brand's *dead* online store into a clean, branded catalogue, and lifted its visibility in Google Search in six months.

26.1K

Google impressions · up from 1.27K in the previous 6 months

43 → 7

Average Google position · last 6 months vs previous 6

7.6% → 12%

Average click-through rate from Google Search

WHAT MOVED THE NEEDLE

- 01 · Branded catalogue
- 02 · Sharp imagery
- 03 · Brand language
- 04 · Trust signals
- 05 · Social + WhatsApp
- 06 · Seasonal collections

20.55x	36	+4.4 pts	6 + 6
impressions vs previous 6 months (calculated)	places up in average position (calculated)	average CTR, 7.6% → 12% (calculated)	months compared in Search Console

RESULTS SNAPSHOT

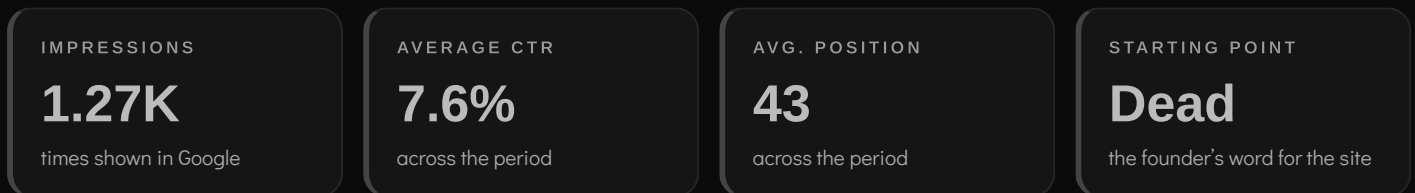
The numbers, straight from Search Console

Every figure below is taken directly from the brand's Google Search Console report. No estimates and no rounding up. Anything calculated is labelled.

GOOGLE SEARCH CONSOLE · LAST 6 MONTHS VS PREVIOUS 6 MONTHS



PREVIOUS 6 MONTHS · THE STARTING POINT



THE CHALLENGE

Good fabrics, a store nobody could find or trust

The brand sells women's and men's unstitched suits, ready-to-wear and bedding online under its own label, from Faisalabad to shoppers across Pakistan.

The fabrics were there. The store wasn't doing them justice. In the founder's words the site was "dead": shoppers had little reason to trust it, and Google had little reason to show it.

WHAT WE FOUND

- ✗ The site was effectively dead in search: 1.27K impressions in six months at an average position of 43
- ✗ Product images were blurry, in a category where shoppers judge fabric by the photo
- ✗ No brand language: products and pages didn't speak in one voice
- ✗ Little brand value to set the store apart
- ✗ No trust factors to reassure a first-time buyer
- ✗ Social pages weren't properly integrated with the store, and seasonal posts were irregular

THE GOAL

Turn the store into a branded catalogue that Google shows more often and shoppers can trust at first glance.

Six moves. One brand. A store worth showing.

We started from the founder's list of what was wrong and fixed it on the store itself. Everything below is visible on the brand's site today.

- 01 A branded catalogue, not a product dump**
 The storefront is now organised into named, seasonal collections under one label: Winter Exclusive Collection, Everyday Winter Prints, Karandi Collection, Summer Best Sellers, a designer Signature Collection and Men's Wear.
- 02 Sharp, consistent product imagery**
 Blurry product images made way for sharp model photography with consistent framing, and several angles on every product page.
- 03 One brand voice across the store**
 The brand's own identity runs from the logo to campaign banners such as "New Canvas of Winter" and the product copy itself.
- 04 Trust factors where buyers decide**
 Free shipping all over Pakistan and the exchange policy are stated up front. Product pages carry package contents, fabric details, a size chart, care instructions and a colour disclaimer. The footer lists FAQ, policies, phone, email and a Faisalabad address.
- 05 Social and WhatsApp, wired into the store**
 Facebook, Instagram and YouTube are linked from the footer, the homepage has an Instagram section for the brand's own account, and shoppers can tap WhatsApp from any page or "Order on WhatsApp" from a product.
- 06 Seasonal collections, front and centre**
 Seasonal ranges lead the homepage. The unstitched Winter 2026 collection opened for pre-booking from 2 October 2026.

THE TRUST STACK, LIVE TODAY

BRAND

Own label, named collections, campaign banners

PRODUCT

Multi-angle photos, package contents, fabric details, size chart, care

TRUST

Free shipping, exchange policy, FAQ, policies, phone, email, address

SOCIAL

Facebook, Instagram, YouTube links · WhatsApp on every page

Each layer answers a question a first-time buyer has before they order: who is this, what exactly am I getting, can I trust them, and how do I reach them?

Measured in Search Console.

We report impressions, average position and CTR exactly as Google Search Console shows them, last 6 months against the previous 6.

THE FOUNDER'S BEFORE LIST → WHAT THE STORE SHOWS NOW

✗ Blurry product images	→	✓ Sharp model photography, several angles per product
✗ No brand language	→	✓ Brand voice in banners, collection names and product copy
✗ Little brand value	→	✓ Named collections, incl. a designer Signature Collection
✗ No trust factors	→	✓ Free shipping, exchange policy, FAQ, policies, size charts, contact details
✗ Social pages not integrated	→	✓ Facebook, Instagram, YouTube links, Instagram section, WhatsApp ordering
✗ Irregular seasonal posts	→	✓ Seasonal ranges lead the homepage; Winter 2026 pre-booking from 2 Oct 2026

From a dead store to a branded catalogue

BEFORE

“The site was dead.”

The founder’s description of the old store

- ✗ Blurry product images
- ✗ No brand language
- ✗ Little brand value
- ✗ No trust factors
- ✗ Social pages not integrated
- ✗ Irregular seasonal posts

SEARCH CONSOLE · PREVIOUS 6 MONTHS

1.27K impressions · **43** avg. position

AFTER



No screenshot of the old store was kept, so the “before” column is the founder’s description of the site. The “after” image is the founder’s screenshot of the live storefront.

ON EVERY PRODUCT PAGE NOW · CHECKED ON THE BRAND’S SITE, 24 OCT 2026

- ✓ Multi-angle model photos
- ✓ Package contents
- ✓ Fabric details
- ✓ Size chart
- ✓ Care instructions
- ✓ Colour disclaimer
- ✓ Free shipping note
- ✓ Order on WhatsApp

For Google

A clearer, better-organised store with named collections to show for fabric and season searches.

For shoppers

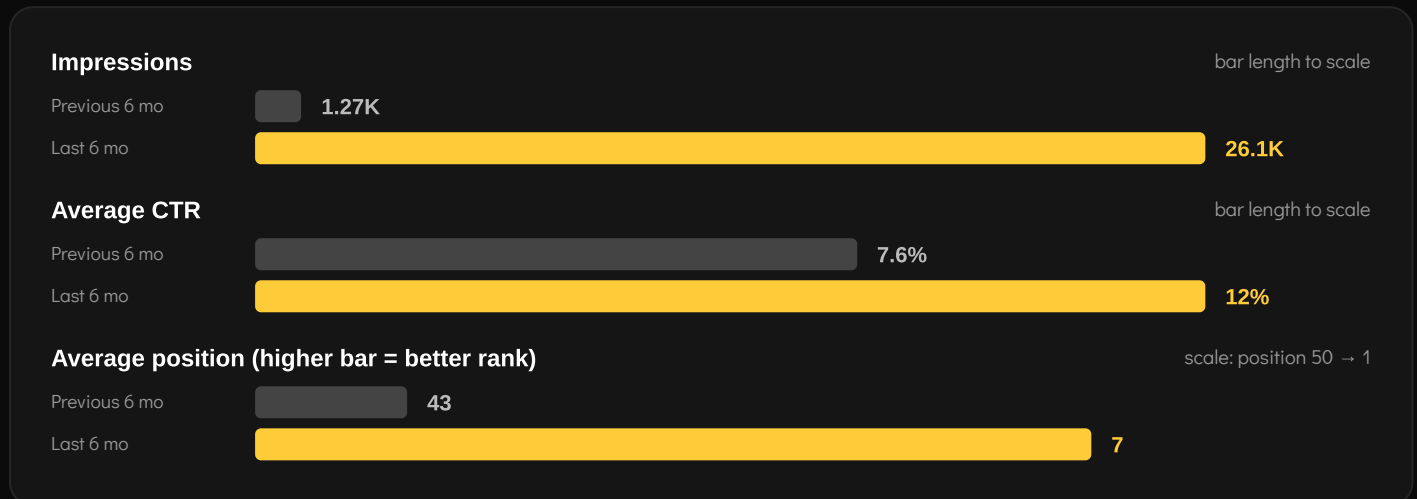
Sharp photos and full fabric, size and care details, so they know what they are buying.

For the brand

One label, one voice and social channels that lead back to the store.

Impressions grew **20.55×** and the average position climbed from 43 to 7

In the previous six months Google showed the store 1.27K times, at an average position of 43, deep in the results. In the last six months it showed it 26.1K times at an average position of 7, inside the top 10. The share of searchers who clicked rose from 7.6% to 12%.



Drawn from the Search Console totals: last 6 months vs previous 6 months.

20.55×

impressions vs the previous 6 months
(calculated from 26.1K ÷ 1.27K)

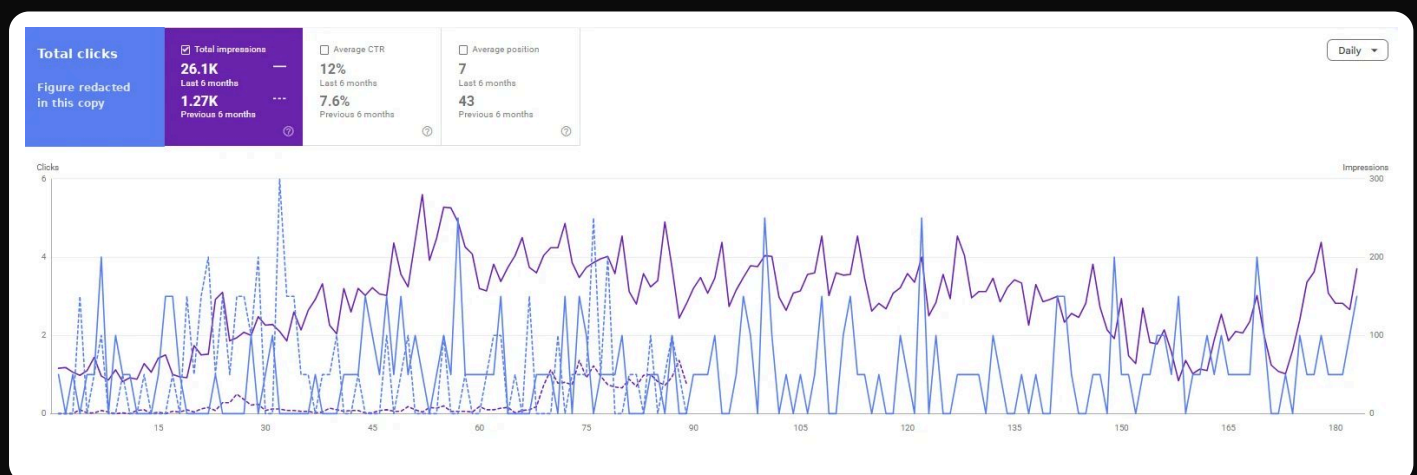
36 places

higher average position: 43 → 7 (calculated)

+4.4 pts

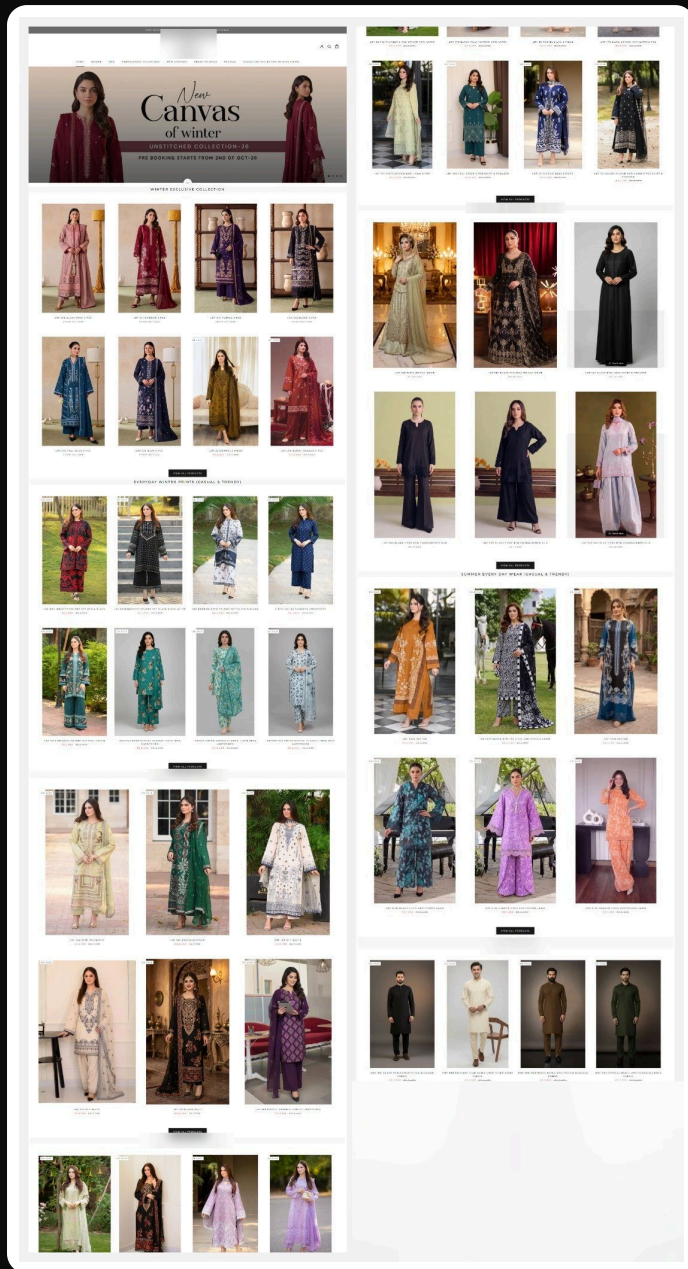
average CTR: 7.6% → 12% (calculated)

PROOF · ORIGINAL GOOGLE SEARCH CONSOLE SCREENSHOT

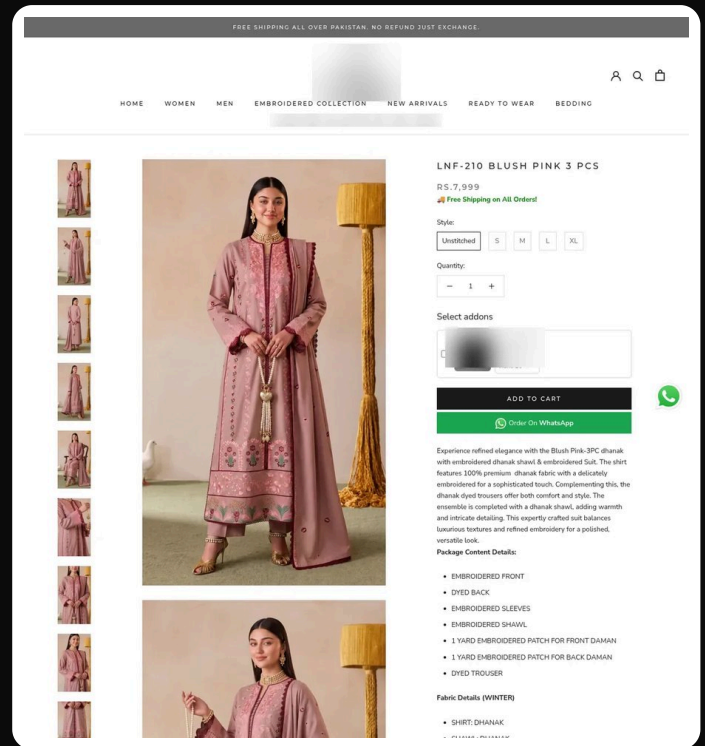


Search Console, last 6 months vs previous 6 months. The clicks tile is redacted in this copy; impressions, CTR and position are shown as reported.

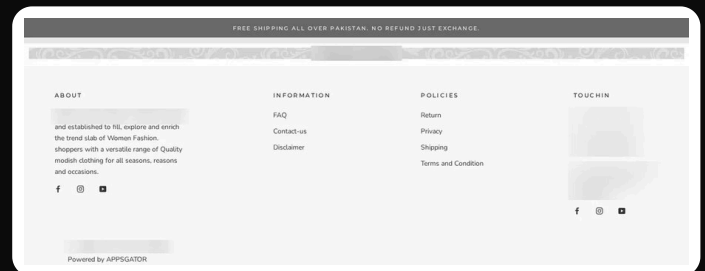
A clean, branded catalogue, live on the brand's site



FOUNDER'S SCREENSHOT · THE FULL LIVE STOREFRONT, TOP TO BOTTOM



LIVE PRODUCT PAGE · 24 OCT 2026



LIVE SHIPPING BAR + FOOTER TRUST DETAILS

KEY TAKEAWAYS

- 1 In fashion, the photo is the product page. Sharp, consistent imagery is the first thing to fix.
- 2 Brand the catalogue. Named collections and one voice give shoppers, and Google, a clear picture of what you sell.
- 3 Answer trust questions before they're asked: shipping, exchanges, fabric, sizing and a real address.
- 4 Connect social, WhatsApp and the store so every seasonal launch has somewhere to land.

Want results like **this?**

We'll go through your store live and show you what's holding it back in Google, from images to trust signals. No cost, no obligation.

Book a free 15-min call →

calendar.app.google/JszsfSj1HZcDoH8n9

✓ Catalogue & image review

✓ Trust-signal gaps

✓ Quick wins you can ship this week

Not ready for a call?

Get a **free SEO audit** of your store at whitelinko.com/free-seo-audit.

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