

SEO Case Study: Scaling Bluebird Paints' Organic Traffic by 187% and Dominating Page 1

Client: Bluebird Paints

Agency: The Design Firm (Karachi, Pakistan)

Platform: Shopify

Timeframe Analyzed: 6 Months (May 1, 2025 – Oct 31, 2025 vs. Previous 6 Months)

Project Overview

Bluebird Paints partnered with **The Design Firm** to scale their Shopify e-commerce presence. During the initial audit, we discovered that despite having a vast product catalog, the website was suffering from severe technical negligence, keyword cannibalization, and a deeply flawed site architecture.

My objective as the SEO Manager was to clean up the technical debt, restructure the e-commerce journey, establish topical authority, and capture non-branded, high-intent search traffic.

The Challenge: Pre-Audit Findings

The website was riddled with structural and technical issues that were severely throttling organic growth:

1. Critical Technical SEO & Indexing Flaws

- **Conflicting Directives:** Pages had simultaneous `index`, `follow` and `noindex`, `nofollow` tags, severely confusing search engine crawlers.
- **Staging Links Leakage:** Live pages contained outdated internal links pointing to staging environments (e.g., `bluebird-paint.myshopify.com` and `tdfclient.com/...`).
- **Schema Errors:** Single product pages were incorrectly using `ProductGroup` schema instead of standard `Product` schema.

- **Index Bloat & Duplication:** Massive amounts of 404 pages, duplicate product uploads, and duplicate category pages (e.g., an "Interior Paint" collection page *and* an "Interior Paint" standard page existing simultaneously).

2. Flawed Content & E-commerce Architecture

- **The "Color Naming" Disaster:** Products were uploaded without keyword research, and colors were named incorrectly by the data entry team (e.g., tagging a non-beige product as "Beige").
- **Missing Commercial Elements:** Collection pages lacked product pricing, and functional buttons like "Shop Now" were broken, killing conversions.
- **Cannibalization:** The "Our Services" page housed a "Paint Calculator," causing mixed search intent and keyword cannibalization.
- **Poor Heading Structures:** HTML hierarchy was completely broken across the site (missing H1s, multiple H1s, skipped H2s).

3. Lack of Topical Authority (E-E-A-T)

- The blog archive layout was clunky, images lacked ALT text, and crucially, blog posts had no expert authors attached to them—a major red flag for Google's E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness) guidelines in the home improvement niche.

The Solution & Execution Strategy

We implemented an aggressive, multi-phased SEO and CRO (Conversion Rate Optimization) strategy over six months.

Phase 1: Technical Cleanup & Architecture

- **Tagging & Schema:** Purged all conflicting meta-robots tags. Replaced the flawed `ProductGroup` schema with accurate `Product` schema to ensure rich snippets in SERPs.
- **Link Equity & Crawlability:** Added a comprehensive HTML Sitemap in the footer to distribute link juice. Replaced all outdated staging links with absolute live URLs. Set up 301 redirects for the massive list of 404s.
- **De-Cannibalization:** Separated the "Paint Calculator" onto its own dedicated, optimized landing page, leaving the "Our Services" page strictly for service offerings. Consolidated duplicate "Contact Us" and "Store Locator" pages.

Phase 2: E-commerce & Collection Page Overhaul

- **UI/UX Fixes:** Fixed the broken "Shop Now" buttons, ensured product prices were visible on all collection pages, and optimized mobile loading speeds.
- **New Collection Page Blueprint:** To rank collection pages, we implemented a strict structural framework across the site:
 - **H1 Heading** (Primary Keyword)
 - **30-word SEO introductory text**
 - **Product Listings** (Now showing prices)
 - **H2 Heading** -> 2 Paragraphs of contextual text
 - **H2/H3 Heading** -> 2 Paragraphs of contextual text
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- **Catalog Correction:** Audited the actual product colors and renamed them accurately based on search volume and actual visual matching.

Phase 3: Keyword Expansion & E-E-A-T

- Shifted the keyword strategy from just targeting narrow "color keywords" to targeting broader "collection" and "use-case" keywords (e.g., shifting from just "Blue Paint" to "Best Interior Wall Paint in Pakistan").
- Assigned a designated "Paint Expert" author profile to all blog posts to instantly boost E-E-A-T signals.

The Results: 6-Month Impact Analysis

(Data Comparison: May 1 – Oct 31, 2025 vs. Nov 1, 2024 – Apr 30, 2025)

The technical overhaul and strategic content restructuring yielded explosive growth across both Google Search Console and Google Analytics.



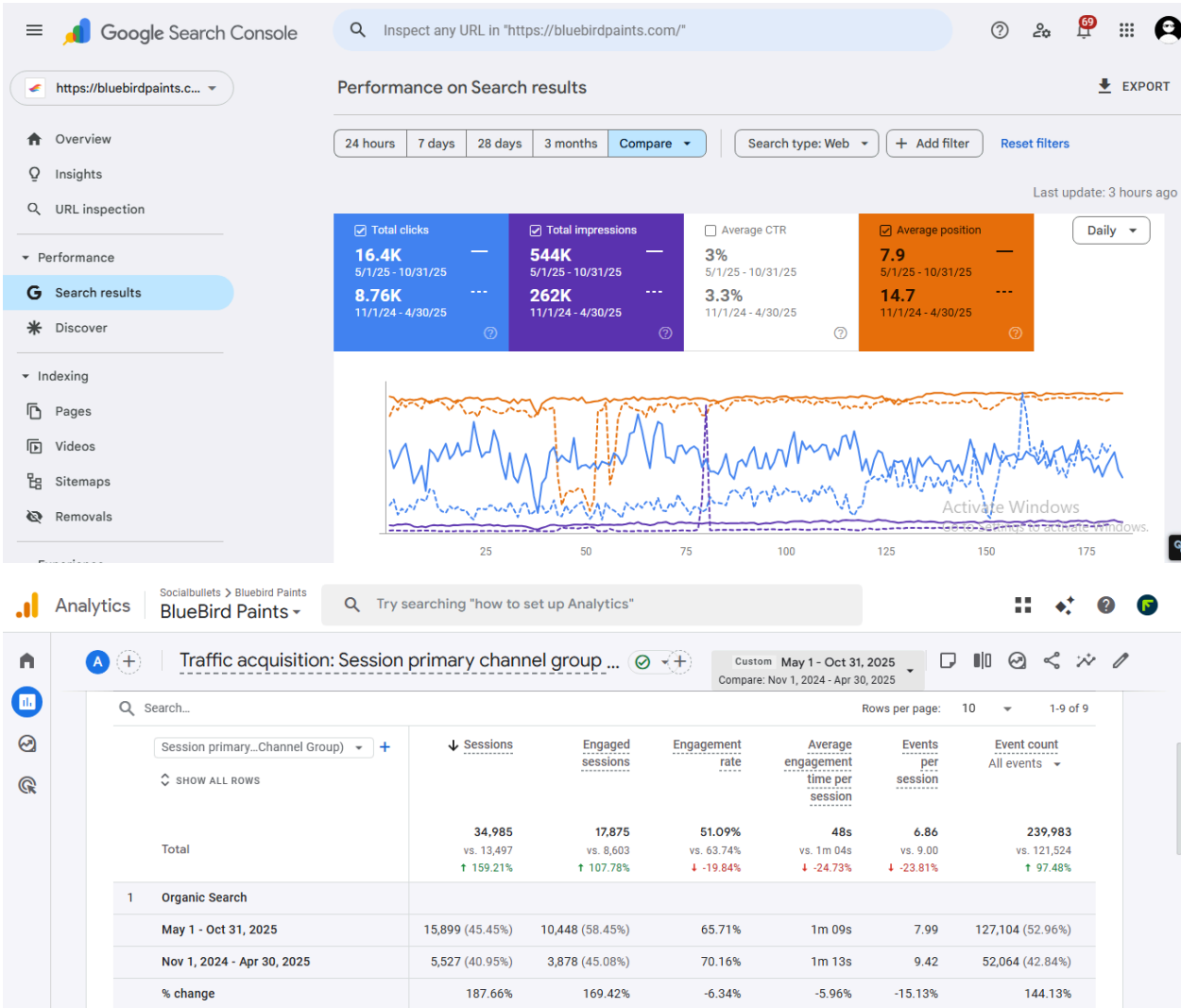
Google Search Console (Visibility & Rankings)

- **Average Position Surged:** 14.7 → 7.9 (Successfully pushed the brand's core keywords from the middle of Page 2 to the top half of Page 1).
- **Total Impressions Doubled:** 262K → 544K (+107%)
- **Total Organic Clicks Doubled:** 8.76K → 16.4K (+87%)



Google Analytics (Organic Search Traffic)

- **Organic Sessions Skyrocketed:** 5,527 ➡ 15,899 (+187.66% Growth)
- **Engaged Organic Sessions:** 3,878 ➡ 10,448 (+169.42% Growth)
- **Total Organic Events:** 52,064 ➡ 127,104 (+144.13% Growth)



Summary

Through rigorous technical audits, strict adherence to E-E-A-T principles, and the creation of highly structured, user-friendly collection pages, **The Design Firm** successfully rescued Bluebird Paints from technical obscurity. In just six months, we achieved a **187% increase in organic traffic** and successfully anchored their primary keywords firmly on **Page 1 of Google**.