

# SEO Case Study: Scaling "The Saari Girl" to Rs 12.35 Million in 90 Days

**Client:** The Saari Girl (TSG)

**Agency:** The Design Firm (Karachi, Pakistan)

**Project Duration:** 3 Months (January 2026 – March 2026)

**Platform:** Shopify

## Project Overview

**The Saari Girl (TSG)**, a prominent ethnic wear brand in Pakistan, approached **The Design Firm** to revamp their digital presence. Despite having a strong brand appeal, their Shopify store was struggling with severe technical SEO debt, poor site speed, and an unoptimized e-commerce catalog structure. We took over their SEO strategy for a highly intensive 3-month period.

Our goal was simple: **Fix the foundational technical errors, optimize the user journey, and aggressively scale organic traffic and sales.**

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## The Challenge: The Pre-Audit (Q4 2025)

During our initial technical and on-page audit, we uncovered a myriad of critical issues that were directly hindering TSG's organic visibility and conversion rates:

### 1. Severe Technical & Crawlability Issues

- **Malicious/Hidden Code:** Identified and removed hidden external links (*sash.digital* and *aesymmetric.xyz*) injected into the code.
- **Indexation & Canonicalization:** Out-of-stock products were automatically being marked as `noindex`, killing traffic to high-performing pages. Product URLs in collection pages were pointing to non-canonical Shopify default URLs.
- **Duplicate Metadata & Headings:** Multiple Meta Titles, Meta Descriptions, and H1 tags were generating dynamically on single product pages.
- **Schema & Tags:** Core E-commerce schemas (Clothing Store, CollectionPage) were completely missing. Open Graph (OG) tags were incomplete.

- **Broken Architecture:** Multiple 404 pages were linked internally, and the main 404 page itself was completely blank, creating a dead-end for users.

## 2. Devastating Site Speed

- **Mobile Load Time:** A staggering **29.8 seconds** (primarily due to large, unoptimized images).
- **Desktop Load Time:** 4.5 seconds.
- Both metrics were severely hurting mobile-first indexing and user retention.

## 3. Poor Catalog Management & UX

- **Cannibalization & Mixed Intent:** Products were dumped into collections without strategic mapping (e.g., blouses were in the 'Sarees' collection, printed items were mixed into 'Hand-painted', and non-winter items were in the 'Winter' collection).
- **Navigation Flaws:** Crucial collections were missing from both the main and footer menus. Menu icons disappeared on hover due to CSS bugs.
- **Content Gaps:** Crucial collection pages lacked H1 tags and localized SEO descriptions. Legal pages (Privacy Policy, T&Cs) were either missing or incomplete.

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# The Solution: Our 3-Month Execution Strategy

We deployed a comprehensive, full-funnel SEO strategy to transform the TSG website.

1. **Technical SEO Overhaul:** We optimized the `Robots.txt` file, fixed canonical tags, and removed rogue `noindex` tags from single products and out-of-stock items (to preserve keyword rankings). We cleared the hidden spam links, cleaned up the multiple dynamic H1/Meta tags, and successfully injected Localized Clothing Store & Collection schemas.
2. **Speed Optimization:** By compressing large files, replacing broken images, and optimizing Shopify's liquid code, we drastically brought down the mobile page loading time from **29.8s to under 3s**, and desktop speed to under 3s.
3. **Keyword Mapping & De-Cannibalization:** Conducted in-depth keyword research and executed aggressive keyword mapping. We overhauled the product tagging system, separating collections logically (creating a distinct 'Printed Sarees' collection, isolating blouses, etc.) to resolve keyword cannibalization.
4. **On-Page & Content Enrichment:** Added custom, keyword-rich descriptions to the bottom of all major collection pages. We populated missing alt texts across the catalog, fixed H3

hierarchy issues, redesigned the 404 page to retain users, and updated the blog thumbnails to separate them from product visuals.

5. **Internal Linking:** Established a logical internal linking structure to distribute link equity from high-traffic pages to high-ticket collections.

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## The Results: 3-Month Impact Analysis (Jan - Mar 2026 vs Oct - Dec 2025)

By aligning Technical SEO with E-commerce User Experience, the results achieved in just 90 days were extraordinary.



### Google Search Console (Organic Visibility)

- **Average Position Surged:** Jumped from **9.6 to 5.3**. (Moved from the bottom of Page 1 to top-mid Page 1 for highly competitive commercial keywords).
- **Total Impressions Increased:** 432K → **502K** (+16.2%)
- **Total Organic Clicks Increased:** 16.4K → **18.1K** (+10.3%)

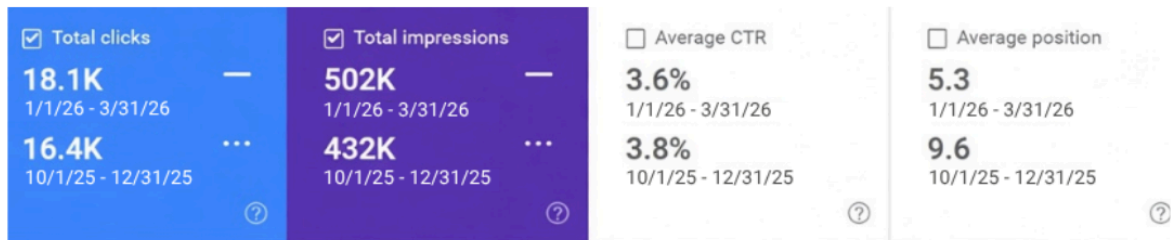
*(Note: Despite a minor CTR dip from 3.8% to 3.6% due to rapidly expanding impressions on broader terms, the absolute volume of high-intent traffic increased significantly).*



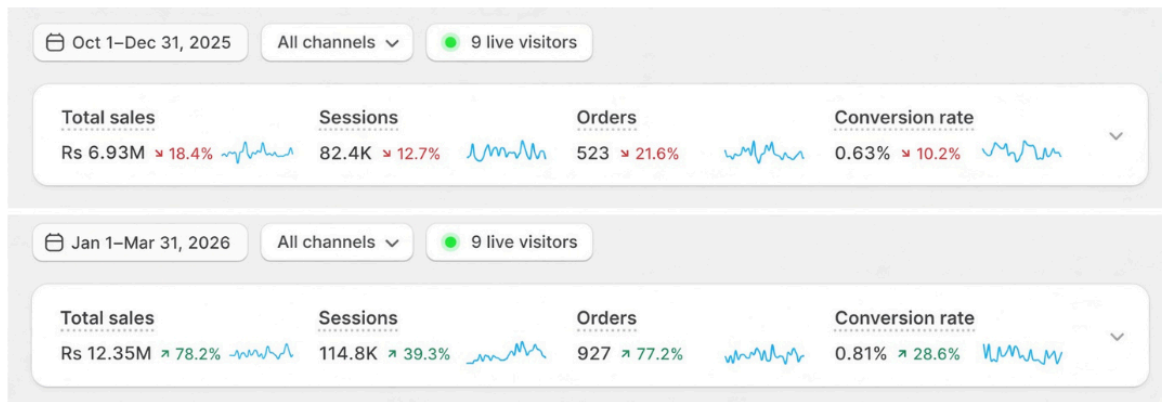
### Shopify Dashboard (Revenue & Conversions)

- **Total Sales Skyrocketed:** Rs 6.93 Million → **Rs 12.35 Million** (+78.2% Growth)
- **Total Orders Jumped:** 523 → **927** (+77.2% Increase)
- **Total Sessions Increased:** 82.4K → **114.8K** (+39.3% Increase)
- **E-commerce Conversion Rate:** 0.63% → **0.81%** (+28.6% Relative Improvement)

## Google Search Console



## Shopify Dashboard



## Summary

In just three months, **The Design Firm** transformed The Saari Girl’s Shopify store from a technically flawed website into an optimized, high-converting e-commerce powerhouse. By reducing mobile load times by over 26 seconds, fixing catalog cannibalization, and aligning on-page content with search intent, we successfully generated an **additional Rs 5.42 Million in revenue** for the client within a single quarter.