

**Achieving a 82%  
Increase in Organic  
Traffic in Just 3 Months**

## Introduction

HATIL, a leading furniture manufacturer and retailer based in Dhaka, Bangladesh, sought to enhance its online presence to drive more qualified traffic to its website. The primary goal was to position HATIL as a top furniture brand in the global market and increase lead generation through improved search engine performance.

## Challenges

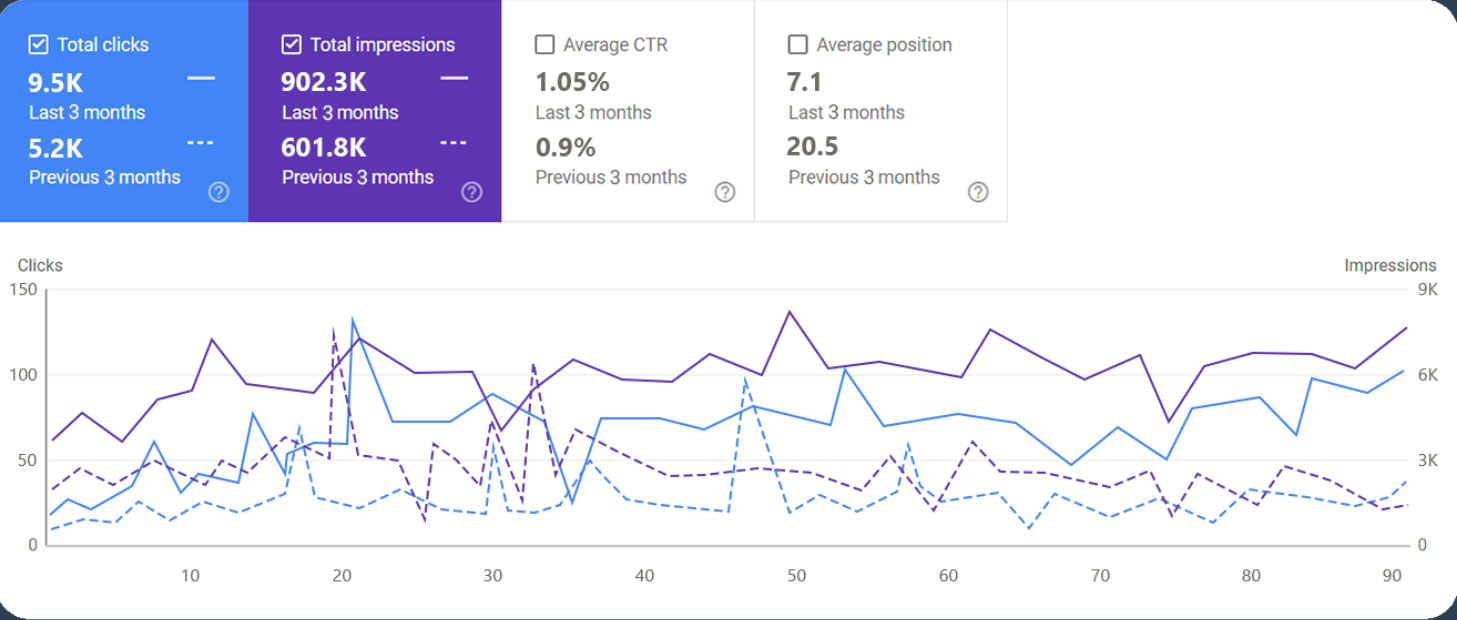
- 1. Competitive Market:** The furniture industry is highly competitive, with many established brands dominating search engine rankings.
- 2. Low Keyword Rankings:** Despite offering high-quality products, HATIL struggled with low keyword rankings for crucial industry-related terms.
- 3. Technical SEO Issues:** The website faced several technical challenges, including slow page load times, broken links, and suboptimal mobile optimization, negatively impacting user experience and search engine rankings.
- 4. Content Gaps:** There was a lack of high-quality, SEO-optimized content targeting relevant keywords and addressing the needs of the target audience.

## Strategy and Approach

1. Conducted a thorough website audit to identify technical issues hindering search engine performance.
2. Fixed broken links, improved page load speed, and enhanced mobile optimization.
3. Implemented schema markup and sitemap to improve search engine understanding of the site's content.
4. Assessed all pages and identified areas for UI/UX enhancements to improve user-friendliness.
5. Modified the design to facilitate easier navigation and a more engaging ux.
6. Performed in-depth keyword research to identify high-impact, relevant keywords with strong search volume and low competition.
7. Optimized existing content and metadata to effectively target these keywords.

# Google Search Console Report

## Performance comparison



# Google Search Console Report

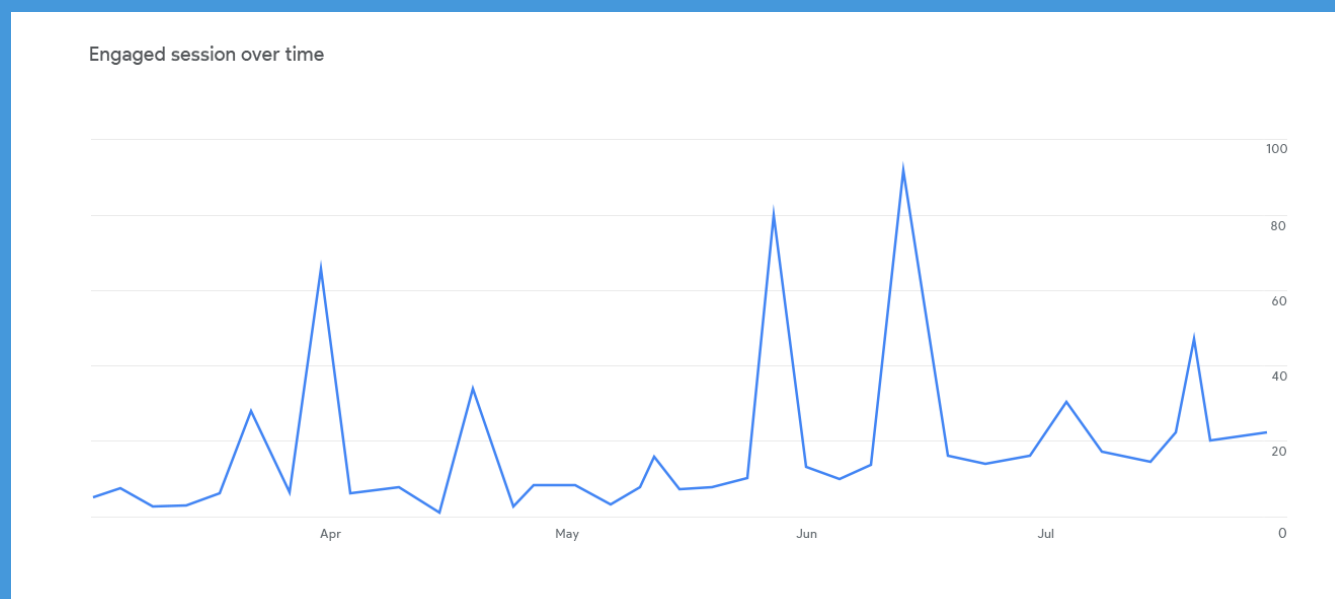
## Top queries

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
				↓ Clicks	Impressions
buy furniture bd				1,245	188,756
best furniture bd				930	68,771
modern furniture online				778	62,345
hatil furniture				725	60,345
bedroom furniture online				688	57,345

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## GA4 Report

### Engaged sessions Comparison over 6 months



## Conclusion

Through strategic SEO planning and execution, HATIL overcame significant challenges and achieved its business goals. By focusing on technical SEO, content optimization, and effective keyword targeting, HATIL significantly improved its online visibility, leading to increased traffic, higher rankings, and more leads. This case study highlights the importance of a holistic SEO approach and the impact it can have on business success.