

## **15.1 Case Study: Lahore Foods - E-commerce & SEO Growth**

**Client:** Lahore Foods (Food Export Company)

**Industry:** Food Manufacturing & Export

**Location:** Lahore, Pakistan

**Challenge:** Low online visibility, no e-commerce presence, limited international reach

### **15.1.1 Project Scope**

- Custom e-commerce website (WooCommerce)
- Export-focused SEO strategy
- Content marketing (blog + product descriptions)
- Google Ads campaign for USA market

### **15.1.2 Strategy Implemented**

#### **Phase 1: Website Development (Month 1-2)**

- Built WooCommerce store with 50+ product listings
- Multi-currency support (PKR, USD, GBP)
- International shipping calculator
- Payment gateway: Stripe for international orders
- Mobile-optimized design

#### **Phase 2: SEO Campaign (Month 3-6)**

- Keyword research: "Pakistani food products USA", "basmati rice wholesale", "halal meat supplier"
- On-page optimization for all product pages
- Blog content: 12 articles about Pakistani cuisine, export regulations
- Link building: 25 high-quality backlinks from food industry blogs
- Local USA SEO for Chicago area (targeted USA market)

#### **Phase 3: Paid Advertising (Month 4-6)**

- Google Shopping Ads for basmati rice products
- Search ads targeting USA importers
- Retargeting campaign for cart abandoners

### **15.1.3 Results (6 Months)**

- **Organic Traffic:** Increased 180% (500 → 1,400 monthly visitors)
- **International Inquiries:** 3.2x increase (from 15 to 48 per month)
- **Online Sales:** \$12,000 in first 6 months (previously \$0)
- **Keyword Rankings:** 15 keywords in top 10 (Google USA)
- **ROI:** 420% return on digital marketing investment

**Client Testimonial:** "Unisoftwares transformed our business. We're now exporting to USA customers we never could have reached before. The website and SEO strategy opened doors we didn't know existed." - Owner, Lahore Foods

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## **15.2 Case Study: Tow Rankers - SaaS Platform & AI Integration**

**Client:** Tow Rankers

**Industry:** Towing & Roadside Assistance (SaaS)

**Location:** USA (Nationwide)

**Challenge:** Complex SaaS platform needed, lead generation, market entry

### **15.2.1 Project Scope**

- Custom SaaS platform development (Node.js + React)
- AI-driven automation features
- SEO & content marketing
- PPC lead generation campaign

### **15.2.2 Strategy Implemented**

#### **Phase 1: Platform Development (Month 1-4)**

- Built dispatch management system
- Driver mobile app (iOS + Android)
- Customer booking portal
- AI route optimization
- Payment processing integration
- Admin dashboard with analytics

#### **Phase 2: Go-to-Market (Month 5-6)**

- Website with product demo
- SEO campaign targeting "towing dispatch software", "roadside assistance management"
- Content marketing: 16 blog posts about towing industry
- Google Ads campaign targeting towing business owners

### **Phase 3: Scale (Month 7-12)**

- LinkedIn outreach to towing companies
- Case study content from early adopters
- Referral program
- Feature updates based on user feedback

#### **15.2.3 Results (12 Months)**

- **Platform Users:** 45 towing companies signed up
- **Lead Conversions:** 140% increase (50 → 120 qualified leads/month)
- **Search Visibility:** 200% increase in organic traffic
- **MRR (Monthly Recurring Revenue):** \$18,000 by month 12
- **Churn Rate:** 8% (industry benchmark: 15%)

**Client Testimonial:** *"The team didn't just build software—they understood our industry and built exactly what towing companies need. The AI features are game-changing."* - Founder, Tow Rankers

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### **15.3 Case Study: Reno Rankers - AI-Powered Marketing Ecosystem**

**Client:** Reno Rankers

**Industry:** Home Renovation Lead Generation

**Location:** USA

**Challenge:** High lead acquisition costs, needed scalable system

#### **15.3.1 Project Scope**

- AI-powered lead qualification system
- Marketing automation platform
- Multi-channel campaign (SEO, PPC, Social)
- CRM integration

### 15.3.2 Results (3 Months)

- **Qualified Leads:** 5x increase (20 → 100 per month)
  - **Cost Per Lead:** 70% reduction (\$150 → \$45)
  - **Lead Quality:** 40% more leads converted to customers
  - **Revenue:** \$85,000 additional revenue in Q1
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### 15.4 Case Study: CTE - Education Platform & SEO

**Client:** CTE (Tech Education Institute)

**Industry:** Education & Training

**Location:** Lahore, Pakistan

**Challenge:** Low enrollment, no online presence

#### 15.4.1 Project Scope

- Modern education portal
- Course catalog and enrollment system
- Local SEO for Lahore tech courses
- Content marketing strategy

#### 15.4.2 Results (6 Months)

- **Organic Traffic:** 250% increase
  - **Enrollment Inquiries:** 3x increase (from 40 to 120 per month)
  - **Google Rankings:** Top 3 for "web development course Lahore", "SEO training Lahore"
  - **Course Signups:** 60% increase
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### 15.5 Success Metrics Summary

Client	Industry	Primary Service	Traffic Growth	Lead Growth	Timeline
Lahore Foods	Food Export	E-commerce + SEO	+180%	+320%	6 months
Tow Rankers	SaaS	Platform Dev + Marketing	+200%	+140%	12 months

Client	Industry	Primary Service	Traffic Growth	Lead Growth	Timeline
Reno Rankers	Home Services	AI Marketing	N/A	+400%	3 months
CTE	Education	Website + SEO	+250%	+300%	6 months

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## FAQs (Case Studies)

### Q1: Do you have experience in my industry?

A: We've worked across food export, SaaS, home services, education, and more. See case studies for details. (Source: Client\_Case\_Studies.pdf)

### Q2: What kind of results can I expect?

A: Typical clients see 150-250% traffic growth and 2-4x lead increase in 6-12 months with comprehensive campaigns. (Source: Client\_Case\_Studies.pdf, Section 15.5)