

# SEO Case Study (Commercial Keyword Ranking)

This case study outlines how FJK SEO applied a structured Problem–Solution–Impact SEO framework to rank a high-intent commercial keyword in a competitive market dominated by large marketplaces, established distributors, and price-driven competitors.

The objective was not only to improve rankings, but to build long-term organic visibility, establish topical authority, and generate sustainable inbound demand through Google search—without relying on paid ads or marketplace dependency.

The keyword “Sublimation Paper in Pakistan” represents a strong transactional intent, where users are actively searching for suppliers, pricing, and purchasing options. Ranking for such keywords requires more than content—it demands technical precision, intent alignment, and authority building.

This document demonstrates:

The core SEO challenges faced

The strategic approach taken to resolve them

The measurable impact achieved through organic search

All strategies implemented in this project follow Google-compliant SEO practices and are designed for scalability across markets, making this framework applicable to other competitive industries and regions.

VERSION 3.0

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## ISSUE

This lack of organic visibility directly impacted business performance in several ways:

- Reduced exposure to high-intent buyers actively searching for suppliers
- Over-reliance on third-party marketplaces and offline channels
- Inconsistent inbound inquiries from Google search
- Limited ability to compete with dominant competitors despite offering comparable or better solutions

From a search perspective, the website was **not positioned as an authoritative source** in Google's eyes for the sublimation niche, resulting in missed opportunities for sustainable organic growth and long-term ROI.

## IMPACT

To address these challenges, **FJK SEO implemented a focused, intent-driven SEO strategy** designed specifically for competitive commercial keywords.

The solution centered on:

- Rebuilding the main landing page around **transactional search intent**
- Strengthening topical relevance through supporting content
- Enhancing internal linking to reinforce authority signals
- Aligning on-page structure with Google's quality and relevance guidelines

Rather than chasing volume alone, the strategy prioritized **buyer-ready traffic**, ensuring that rankings translated into real business value.

This structured approach laid the foundation for improved visibility, stronger search positioning, and scalable organic growth.

## SOLUTION EXPLANATION

To resolve the lack of organic visibility for a high-intent commercial keyword, **FJK SEO implemented a structured, intent-driven SEO solution** focused on authority, relevance, and long-term scalability.

The strategy began with **precise keyword and search intent mapping**, ensuring that the primary landing page was aligned with transactional buyer behavior rather than generic informational traffic. Page structure was rebuilt to support clear H1–H3 hierarchy, semantic relevance, and conversion-focused content.

Next, **topical authority was strengthened** through supporting content that addressed buyer questions, product use cases, and purchasing considerations. This allowed Google to recognize the website as a credible and relevant source within the sublimation niche.

A **strategic internal linking framework** was then implemented to connect supporting pages, product content, and the main commercial landing page. This reinforced authority signals and improved crawl efficiency.

Finally, **technical SEO and performance optimizations** were applied to ensure fast load times, clean URLs, proper indexing, and mobile usability—removing friction points that limited ranking potential.

This integrated solution shifted the website from low visibility to a **strong, search-intent-aligned asset**, capable of competing with larger and more established competitors in organic search.

## IMPACT SOLUTION

Following the implementation of the structured SEO strategy by **FJK SEO**, the project delivered **measurable improvements in organic visibility, search positioning, and inbound demand** for a highly competitive commercial keyword.

The target keyword “**Sublimation Paper in Pakistan**” achieved **consistent first-page visibility on Google**, competing directly with large marketplaces and long-established suppliers. Ranking stability improved over time, indicating that the gains were driven by **relevance, authority, and technical alignment**, rather than short-term or artificial signals.

From a visibility standpoint, the website experienced:

- Increased impressions for high-intent commercial searches
- Improved click-through rates from Google search results
- Expanded keyword coverage within the sublimation niche



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These improvements translated into **tangible business impact**. The website began receiving **more consistent inbound inquiries** from buyers actively searching for sublimation paper suppliers, reducing reliance on third-party marketplaces and offline channels.

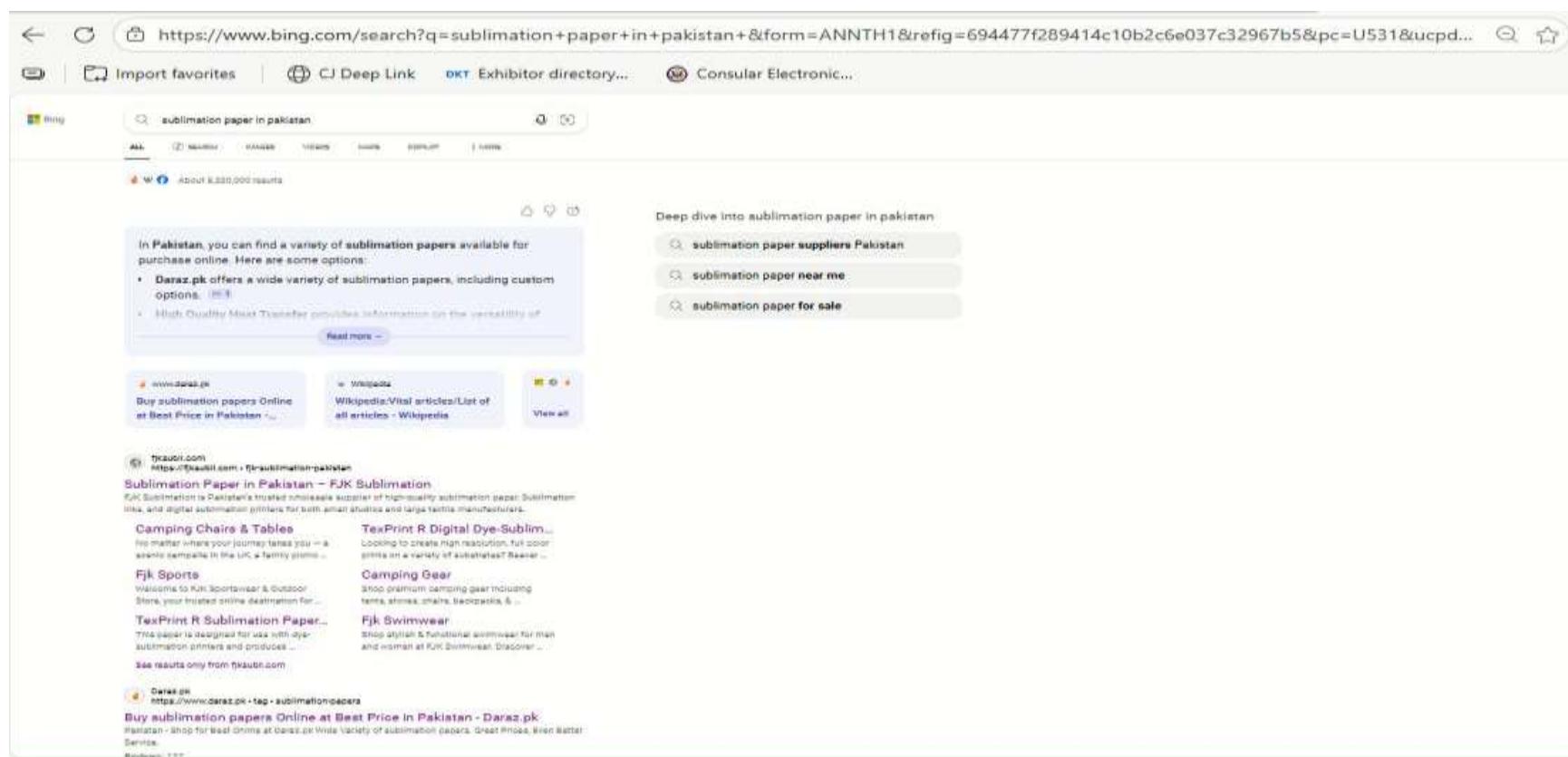
Additionally, the project established a **scalable SEO foundation**, enabling the business to:

- Expand rankings into related product and category keywords
- Strengthen brand recognition within the niche
- Achieve compounding returns from organic traffic over time

Beyond rankings, this case study demonstrates the value of **intent-driven SEO execution**. By aligning content, structure, and internal systems with buyer behavior, the website transitioned from limited visibility to a **reliable organic acquisition channel**.

The outcome confirms that **well-executed SEO can outperform larger competitors**, even in price-sensitive and competitive markets, when strategy, execution, and measurement are aligned.

## Bing Search Visibility – Keyword: *Sublimation Paper in Pakistan*



The screenshot shows a Bing search results page for the query "sublimation paper in pakistan". The search bar at the top contains the query. Below the search bar, there are several navigation links: "Import favorites", "CJ Deep Link", "DRT: Exhibitor directory...", and "Consular Electronic...". The main search results are displayed in a grid format. One result is a featured snippet box titled "In Pakistan, you can find a variety of sublimation papers available for purchase online. Here are some options:" which lists "Daraz.pk" and "High Quality Heat Transfer". Another result is a Wikipedia link titled "Wikipe...". Further down, there are results for "FJK Sublimation", "TexPrint R Digital Dye-Sublim...", "Fjk Sports", "TexPrint R Sublimation Paper...", "Fjk Swimwear", and "Daraz.pk". On the right side of the page, there are several search-related suggestions: "Deep dive into sublimation paper in pakistan", "sublimation paper suppliers Pakistan", "sublimation paper near me", and "sublimation paper for sale". The page also includes a "Read more" link and a "View all" button.

- **First-page visibility on Bing** for a commercial, buyer-intent keyword
- Brand appears alongside **large marketplaces and authoritative sources**
- Confirms **multi-search-engine SEO strength** (not Google-only dependency)
- Demonstrates **search intent alignment** for suppliers and wholesalers
- Supports visibility across **Bing, Microsoft ecosystem, and AI search results**
- Reinforces brand authority through **consistent SERP presence**
- Increases discoverability for **B2B buyers using non-Google search platforms**
- Complements Google rankings for **broader organic acquisition coverage**

***Strong Bing visibility strengthens overall organic presence across modern AI-powered search ecosystems.***

## KEY OUTCOMES

- **First-page Google/Bing rankings for a high-intent commercial keyword**
- **Improved organic visibility against dominant competitors**
- **Increased qualified inbound inquiries**
- **Reduced dependency on marketplaces and paid channels**
- **Long-term, scalable SEO growth foundation**

## How top position Sustained - 2

### How the Top Google First-Page Ranking Was Sustained

Achieving a first-page ranking for a competitive commercial keyword is only one part of SEO success. The long-term challenge is **sustaining that position despite algorithm updates, competitor actions, and changing search behavior.**

FJK SEO sustained top-page visibility by **avoiding single-keyword dependency** and instead building a **structural, intent-driven SEO ecosystem** around the primary keyword “*Sublimation Paper in Pakistan.*”

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#### 1. Not Relying on a Single Keyword

Rather than optimizing for one isolated keyword, FJK SEO expanded visibility across a **cluster of closely related commercial and informational keywords**, including:

- sublimation paper in Pakistan
- sublimation paper price in Pakistan
- paper for sublimation
- sublimation paper roll price in Pakistan
- sublimation ink price in Pakistan
- sublimation printing cost calculator

This approach ensured that **ranking stability did not depend on one SERP position**. Even when minor fluctuations occurred, overall visibility, impressions, and traffic remained consistent due to **keyword distribution across multiple intent layers.**



This is reflected in:

- Improved **average position (17.2 ↑)**
- Growth in **tracked keywords (69+)**
- Expansion of **SERP features and impressions**

## 2. Structural Landing Page Architecture

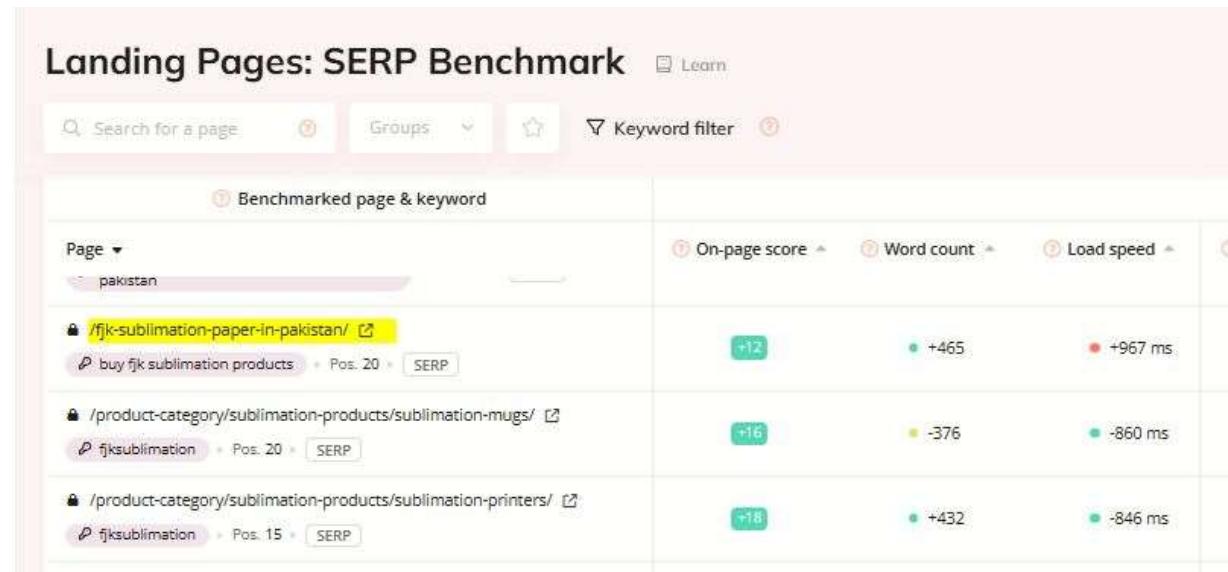
To sustain rankings, FJK SEO implemented a **hub-and-spoke content architecture**:

### Core Authority Page (Hub)

- </fjk-sublimation-pakistan/>
- Optimized for:
  - Commercial intent
  - Supplier trust signals
  - Internal link authority

### Supporting Associate Pages (Spokes)

- Product-specific sublimation paper pages
- Sublimation ink pages
- Calculator pages (cost & pricing tools)
- Educational support content

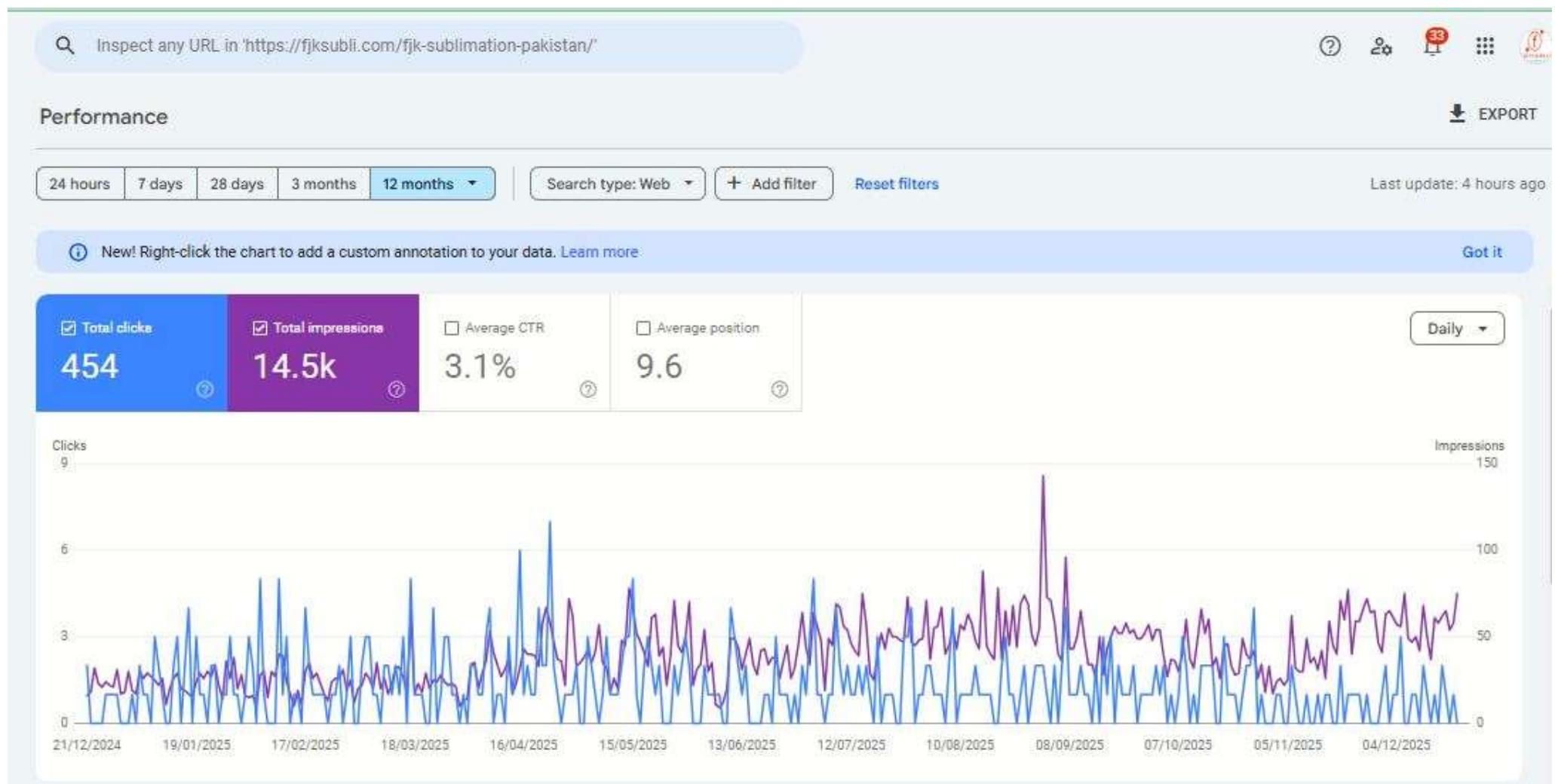


Each supporting page was:

- Internally linked back to the main landing page
- Optimized for its **own search intent**
- Designed to pass **topical relevance and crawl equity**

This structure allowed Google to recognize the website as a **topical authority**, not just a keyword match.

### 3. Internal Linking as a Ranking Defense Mechanism



- **14,500+ organic impressions** generated from Google Search
- **454 qualified clicks** from high-intent search queries

- **Average position: 9.6**, indicating consistent **first-page visibility**
- **CTR of 3.1%**, reflecting relevance for buyer-focused searches
- Steady **impression and click growth over time**, not short-term spikes
- Performance achieved **without paid ads**, driven purely by SEO
- Confirms **ranking sustainability**, not one-off keyword success
- Demonstrates **real search demand** and commercial visibility
- Validates SEO strategy effectiveness in a **competitive B2B niche**

*This data reflects how structured SEO converts visibility into consistent inbound demand.*

Sustaining rankings required more than backlinks. FJK SEO focused heavily on **internal link reinforcement**, ensuring that:

- Authority flowed consistently to the core landing page
- New content strengthened existing rankings rather than competing with them
- Cannibalization risks were controlled

This internal structure made the main page **algorithm-resilient**, even when competitors attempted to push new content or pricing pages.

## 4. Continuous Competitor Monitoring & Response

**The competitive landscape included:**

- Large marketplaces (e.g., Daraz)
- Established distributors
- Multi-category ecommerce sites



**FJK SEO continuously monitored:**

- Competitor page creation patterns
- Keyword targeting shifts
- Content depth and intent changes

7 competitors

	Competitor	Share of Voice	Est. traffic	Avg. pos.	Pos. 1	Pos. 2-3	Pos. 4-10	Pos. 11-30
	- daraz.pk	18.9% ↘ 7.01▼	206 ↘ 35▲	18.4 ↘ 15.8▼	16 5▲	7 4▲	6 4▲	2 1▲
	- crafthouse.pk	7.98% ↗ 0.71▲	87 ↗ 39▲	24.9 ↘ 8.4▼	0	9 4▲	5 2▲	2 1▼
	- www.nishamantraders.com	3.76% ↗ 3.61▲	41 ↗ 40▲	24.9 ↘ 0.2▲	1 1▲	3 3▲	10 6▲	5 4▲
	- fototrade.pk	2.84% ↘ 0.79▼	31 ↘ 7▲	26.4 ↘ 6▼	1	5	5 5▲	4 3▲
	- www.ubuy.com.pk	1.65% ↗ 1.35▲	18 ↗ 16▲	25.9 ↘ 1.6▼	0	2 2▲	8 6▲	8 3▲
	- ffksubli.com ⓘ	0.92% ↗ 0.31▲	10 ↗ 6▲	17.2 ↗ 6.6▲	8 8▲	13 13▲	10 9▲	8
	- wellshop.pk	0.37% ↗ 0.06▲	4 ↗ 2▲	28.6 ↘ 1.2▼	0	0	1 1▲	10 5▲
	- dotclubprinters.com	0.09% ↗ 0.09▲	1 ↗ 1▲	30.2 ↘ 0.8▼	0	1	0	2 2▲

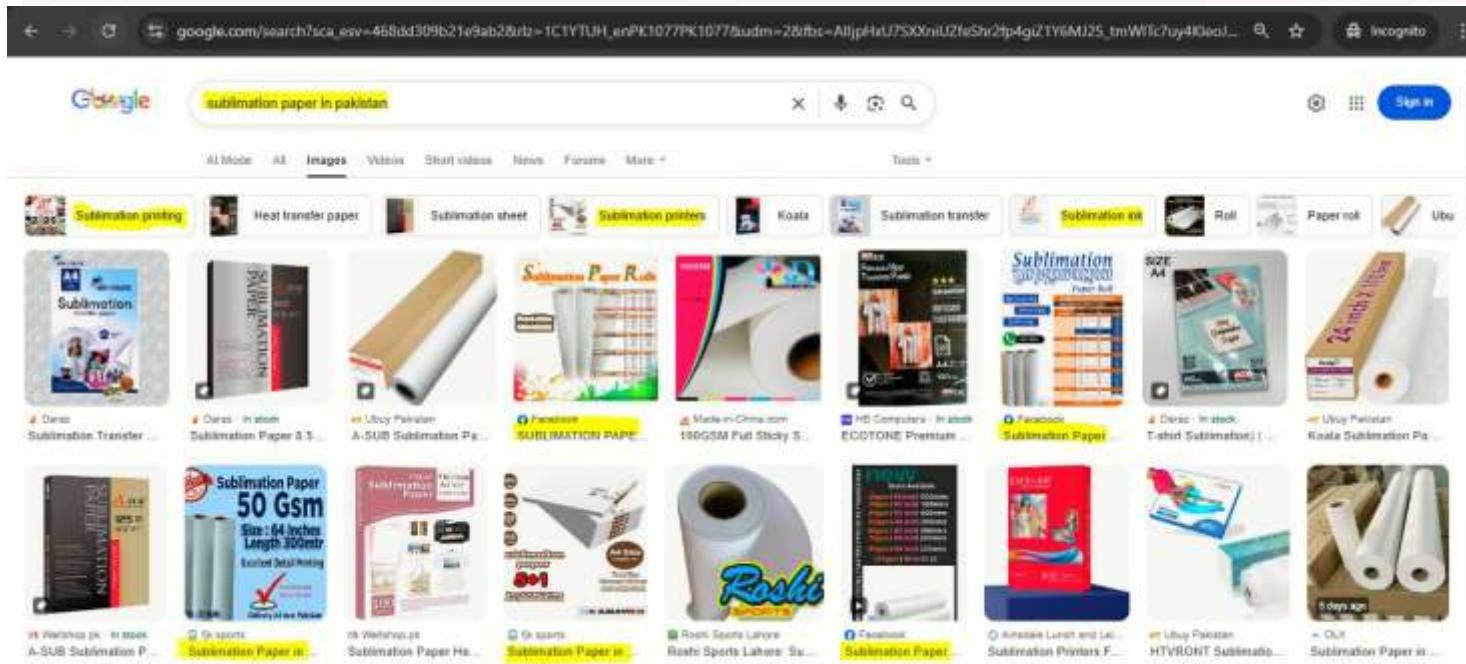
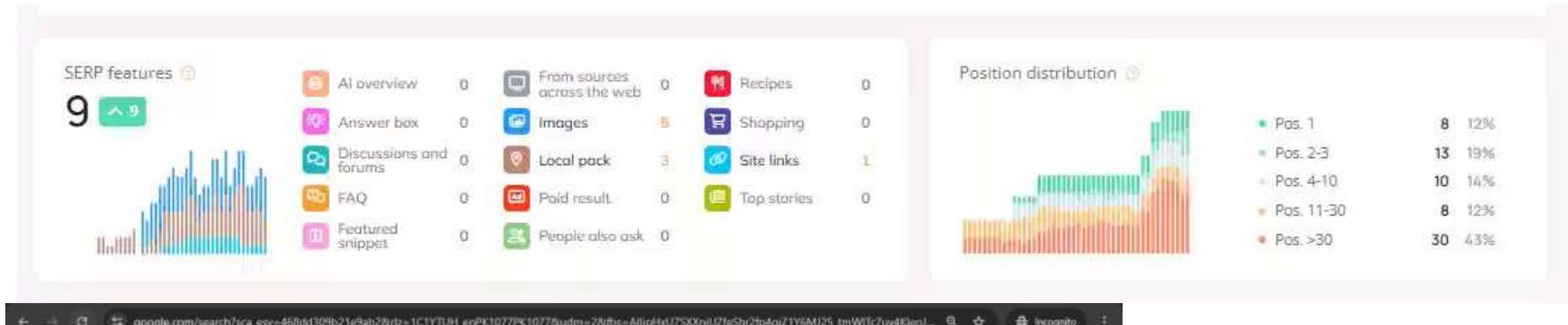
### Strategic responses included:

- Expanding supporting content when competitors added new pages
- Strengthening commercial signals when competitors focused on pricing
- Improving user intent alignment when competitors relied on thin content

Rather than reacting blindly, every adjustment was **data-driven and intent-focused**.

## 5. SERP Feature & Visibility Expansion

Sustained rankings were also supported by **SERP diversification**, including:



- Image results
- Sitelinks
- Improved position distribution

(Top 1–10 growth)

This reduced dependency on a single blue link and increased **total SERP real estate ownership**, making displacement by competitors more difficult.

## 6. Traffic Quality over Traffic Volume

Although estimated traffic value appeared low (a common limitation in tools for niche B2B markets), the focus remained on:

- Buyer-intent searches
- Supplier discovery queries
- Pricing and decision-stage users

This ensured that **ranking stability translated into real business impact**, not vanity metrics.

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## Strategic Outcome

By combining:



- Keyword clustering
- Structural landing pages
- Internal linking systems
- Competitor intelligence
- Intent-driven optimization

FJK SEO transformed a single keyword opportunity into a **sustainable, defensible organic acquisition channel**.

This is why the ranking did not collapse under competitive pressure—and why the same framework can be scaled across **other products, categories, and international markets**.

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*Sustaining SEO rankings is not about chasing positions—it is about building systems that competitors cannot easily replicate.* FJKSEO

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