

HAMMAD ABID

SEO CASE STUDY

Route2Health.com Organic Traffic & Ecommerce Revenue Growth

A client-ready portfolio case study showing how organic search was built into a scalable acquisition channel for a nutraceutical ecommerce brand.

Prepared by
Hammad Abid

Website
route2health.com

Business category
Nutraceutical / health supplement ecommerce

0 -> 30K+

MONTHLY ORGANIC
TRAFFIC

PKR 5M

MONTHLY SALES IMPACT

**Organic
Search**

PRIMARY CHANNEL FOCUS

Ecommerce

BUSINESS TYPE

Performance figures on the cover are taken from the supplied project result summary. Third-party SEMrush screenshots are presented separately as supporting context because external estimates can differ from first-party or internal reporting.

CLIENT OVERVIEW

Organic search was developed from a near-zero baseline into a scalable ecommerce acquisition channel.

0 -> 30K+

MONTHLY ORGANIC TRAFFIC

PKR 5M

MONTHLY SALES IMPACT

Organic

PRIMARY CHANNEL FOCUS

Ecommerce

NUTRACEUTICAL BUSINESS

Business objective

Route2Health needed organic search to become a scalable acquisition channel for its health and wellness ecommerce business. The SEO work focused on building search visibility from the ground up, strengthening product and category discovery, and connecting high-intent search demand with measurable monthly revenue.

The supplied project summary reports that monthly organic traffic scaled from a zero baseline to **30,000+ visits** while monthly sales reached **PKR 5 million**.

The Challenge

- ✓ Organic search visibility had to be built from a very low or zero baseline.
- ✓ The brand needed to compete in a sensitive and competitive supplement market where trust, product clarity, and search intent are important.
- ✓ The strategy needed to support both discovery traffic and purchase-ready product/category searches.
- ✓ Content and product pages had to work together so users could move from research to buying decisions.

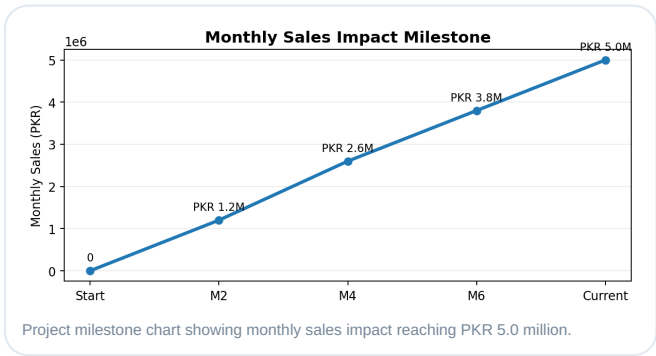
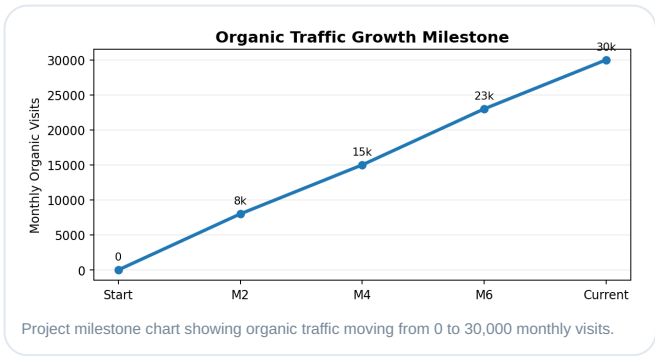
SEO STRATEGY

Focus Area	Execution
Commercial keyword targeting	Mapped product and category pages to high-intent supplement searches with buying signals.
Ecommerce SEO structure	Improved the way product collections, product pages, and internal links supported organic discovery.
Content-led demand capture	Used educational health content to attract early-stage users and guide them toward relevant products.
Conversion-aware optimization	Focused on pages and search terms that could influence sales, not just traffic volume.
Ongoing SEO refinement	Reviewed keyword movement, landing page opportunities, and content gaps to keep building momentum.

PERFORMANCE RESULTS

The project summary connects SEO growth directly with ecommerce traffic and revenue impact.

Result Area	Outcome	Business Meaning
Traffic Growth	0 -> 30,000+ monthly organic visits	SEO built predictable discovery and product demand from search.
Sales Growth	PKR 5,000,000 monthly sales	Organic visibility supported ecommerce revenue and conversion opportunities.
Intent Quality	Commercial product/category keywords prioritized	The campaign focused on searches closer to buying decisions.
Portfolio Value	Repeatable ecommerce SEO system	The same structure can be adapted for product-led health and wellness brands.



Business meaning: The source frames the result as more than a rankings story. SEO was used to create repeatable discovery, strengthen product demand, and support conversion opportunities across the ecommerce journey.

WORK COMPLETED

The execution combined technical foundations, ecommerce structure, content, and purchase-intent keyword targeting.

SEO activities completed

- ✓ Technical SEO cleanup to improve crawlability, indexation, and site structure.
- ✓ Commercial keyword mapping for product, collection, and health-category pages.
- ✓ On-page optimization for titles, meta descriptions, headings, internal links, and product copy.
- ✓ Ecommerce category optimization around multivitamins, men's health, women's health, immunity, heart health, beauty, sleep, and bone/joint categories.
- ✓ Content strategy targeting health concerns and product-led informational searches that can assist buying decisions.
- ✓ Conversion-focused SEO improvements to help users move from search landing pages to product pages and checkout.
- ✓ Ongoing performance review across ranking opportunities, high-intent pages, and sales-focused search demand.

Commercial keyword direction

The SEO plan prioritized product-led and purchase-intent searches instead of relying only on broad informational traffic. The source lists supplement searches with clear product and Pakistan-market intent.

EXAMPLE COMMERCIAL KEYWORD CATEGORIES

buy multivitamins in Pakistan

best multivitamin Pakistan

vitamin D3 tablets Pakistan

magnesium glycinate Pakistan

zinc supplement Pakistan

glutathione tablets Pakistan

biotin tablets Pakistan

CoQ10 supplement Pakistan

immunity supplements Pakistan

men's multivitamin Pakistan

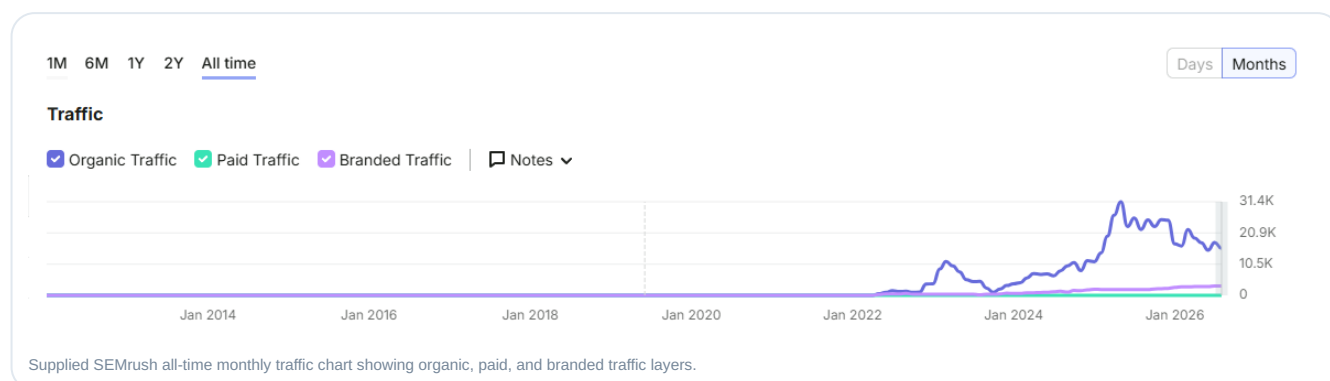
women's multivitamin Pakistan

kids multivitamin Pakistan

Conversion-aware approach: Educational health content was used to capture early-stage demand, while product and category pages were structured to help users progress toward relevant products and checkout.

SEMRUSH SUPPORTING SCREENSHOT

The all-time traffic view provides an independent trend snapshot alongside the project-reported milestones.



What is visible

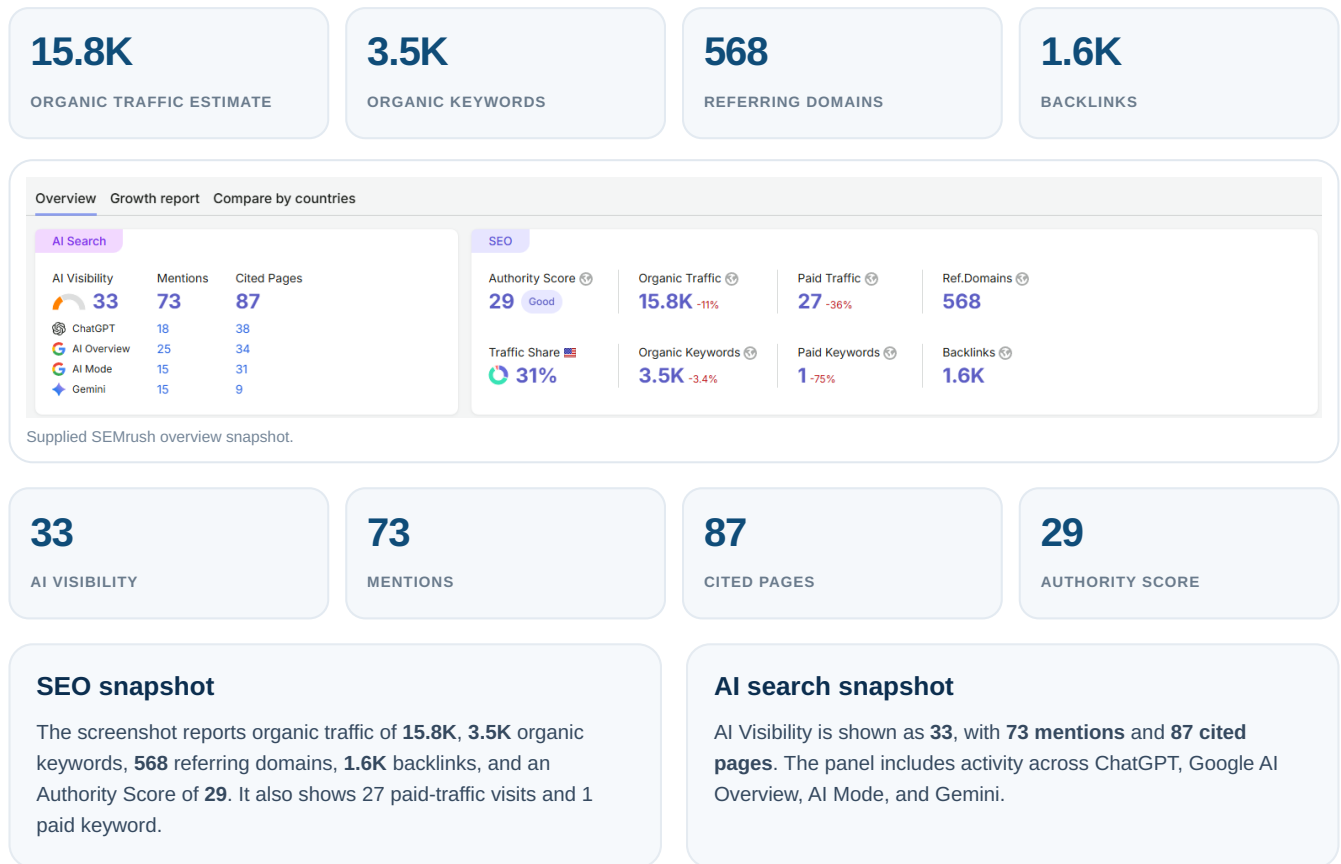
The supplied chart shows organic visibility emerging around 2022, accelerating materially through 2024-2025, peaking above the 30K scale, and remaining at a substantially higher level than the early baseline in the latest period.

Important reporting context

SEMrush is a third-party estimate and should not be treated as identical to first-party analytics or the project result summary. This case study therefore presents the screenshot as supporting evidence rather than using it to overwrite the supplied 30,000+ monthly traffic result.

CURRENT VISIBILITY SNAPSHOT

The supplied overview adds organic, backlink, authority, and AI-search context.



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CASE STUDY SUMMARY

SEO became a performance channel tied to both visibility and ecommerce revenue.

The supplied project summary describes Route2Health growing from a near-zero organic baseline to more than 30,000 monthly organic visits, with monthly sales reaching PKR 5 million. The strategy centered on technical SEO, ecommerce structure, commercial keyword targeting, content-led demand capture, and conversion-aware optimization.

0 -> 30K+

MONTHLY ORGANIC TRAFFIC

PKR 5M

MONTHLY SALES IMPACT

Organic

PRIMARY CHANNEL FOCUS

Ecommerce

NUTRACEUTICAL BUSINESS

KEY TAKEAWAY

This case study shows how SEO can move beyond rankings and traffic when it is connected to ecommerce business goals. The project figures and SEMrush screenshots are displayed as separate evidence types so the client can distinguish internal/project reporting from third-party estimates.

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