

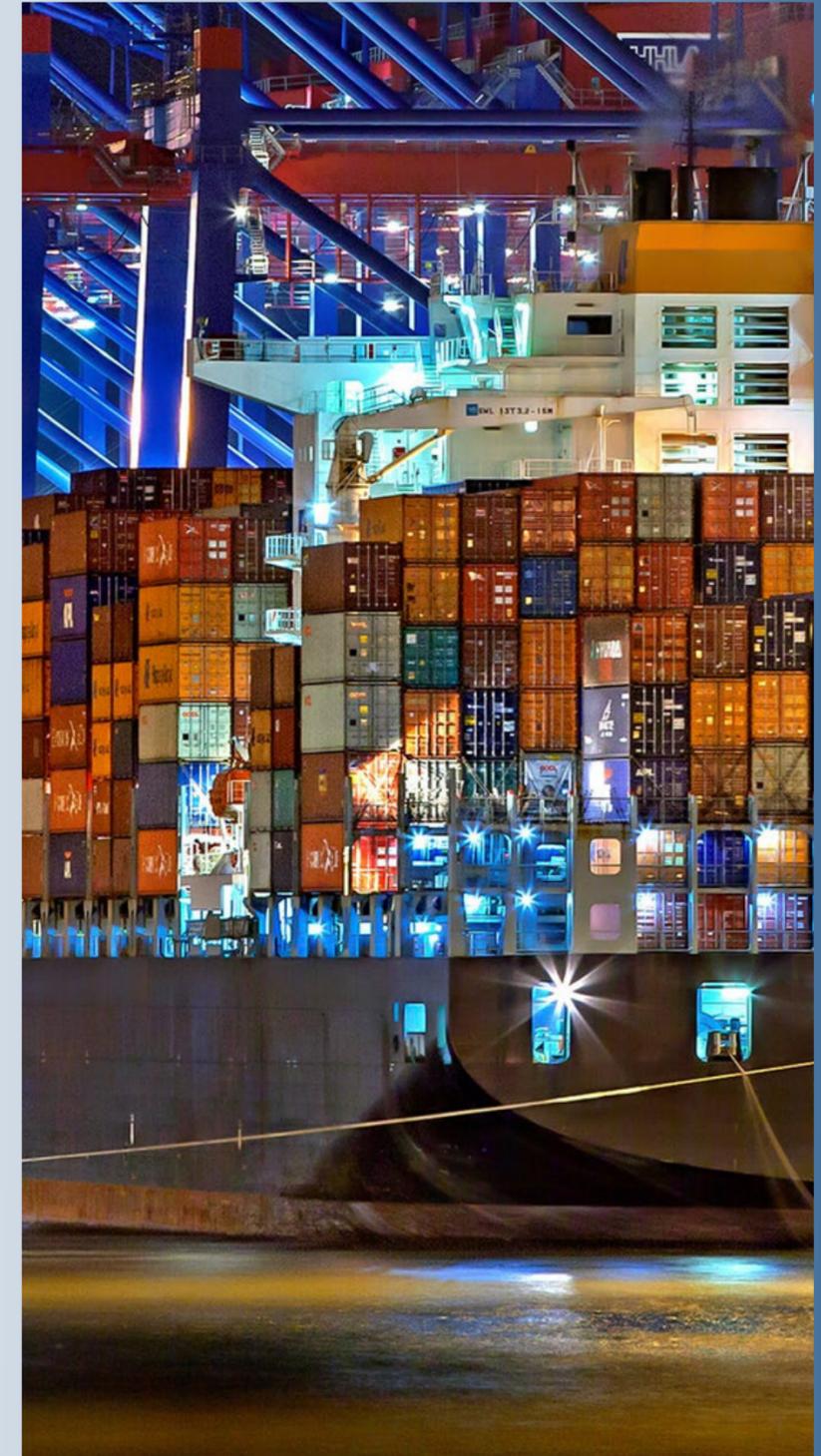
An aerial photograph of a shipping yard. The yard is filled with numerous intermodal containers in various colors, including blue, red, green, and orange. Some containers are stacked in neat rows, while others are scattered. A yellow truck is visible in the lower right quadrant, and a white truck is in the upper right. The ground is paved and has some yellow markings. The overall scene is busy and industrial.

# SEO Case Study

# About the Client

Our client is a privately owned Afghanistan Shipping and Logistics Company, which offers an extensive array of Logistics Services to or from any location in Asia and across the globe.

Since their inception in 2003, they are helping businesses of all sizes to cater to their different needs, such as air/sea freight, road transportation, warehousing, customs clearance, and supply chain management. Backed by highly skilled & experienced professionals and requisite setup, they are the preferred choice among business owners due to their client-centric approach, ethical practices, quick response, and flexibility.



# Challenges

- The client's website was on the beginner side and had a poor web presence.
- The site wasn't ranking for industry-related keywords in the search engines and was struggling with competition within the logistics industry.
- Low organic keyword coverage paved the way for having lower traffic to their website.
- The site had huge thin content issues on nearly all their pages.
- The site's link profile was underdeveloped.



# Our Main Campaign Goals



- Ensure correct on-site optimization- The site had a number of crucial issues that needed to be resolved first. A few amongst them were poor webpage speed, URL structure, non-mobile friendliness, internal linking structure, thin content etc.
- Rank core keywords into top positions on SERP- Core keywords with high search volume were currently unranked or ranked on deeper pages.
- Build a strong link base from niche-specific websites to improve the DA and Trust of the website.

# What Strategies Did We Use?

Our initial strategy began with fixing the On-site issues and optimizing each webpage on the website. That include-

- Meta Title & Description Optimization- These are used to describe information within the pages that the search engines use to index the site.

Afghan Shipping | Afghan Logistics | Afghan Freight Forwarding

[https://\[redacted\].com/](https://[redacted].com/)

Looking for Afghan logistics services? [redacted] is one of the leading Afghanistan shipping and logistics firm that offers the land & air cargo services.

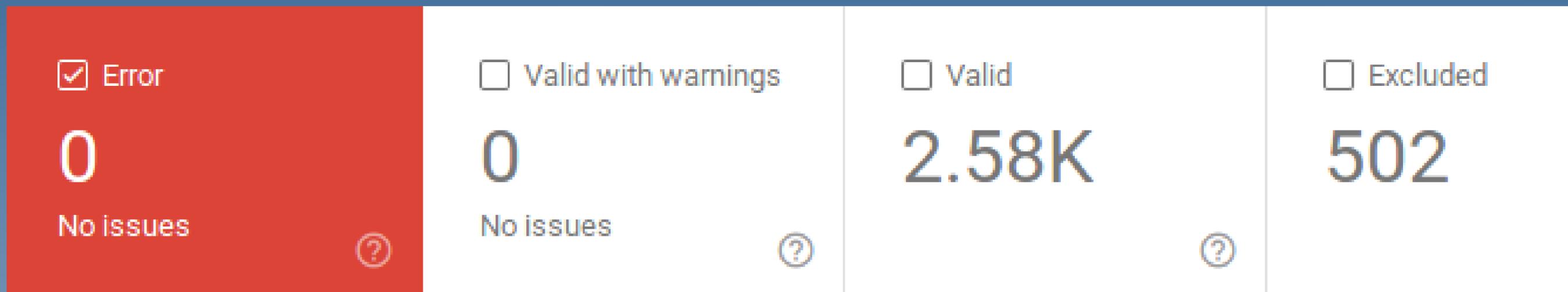
- Heading Tags- Heading tags help indicate the important topics of the web page to search engines.

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</textarea></div></div></div> </noscript></div><p><input type="submit" value="Submit Form" class="wpcf7-form-control wpcf7-submit" /></p><div class="wpcf7-response-output wpcf7-display-none"></div></form></div></div><a href="#close" class="close"><i class="oic-pe-icon-7-stroke-139">&nbsp;</i></a> </div><div class="none"><p><a href="#content">Skip to Content</a></p></div><div id="main" class=""><div id="page-title-wrapper"><div><h1 class="page-title">Afghanistan Shipping and Logistics</h1><h3>Afghanistan overview</h3></div></div><div class="container right-sidebar right-sidebar has-title"><div id="content" class="right-sidebar right-sidebar has-title"><div id="post-1514" class="page post-1514 type-page status-publish hentry"><article><div class="post-content page-content"><div class="vc_row wpb_row vc_row-fluid"><div class="parallax-wrapper"><div class="wpb_column vc_column_container vc_col-sm-
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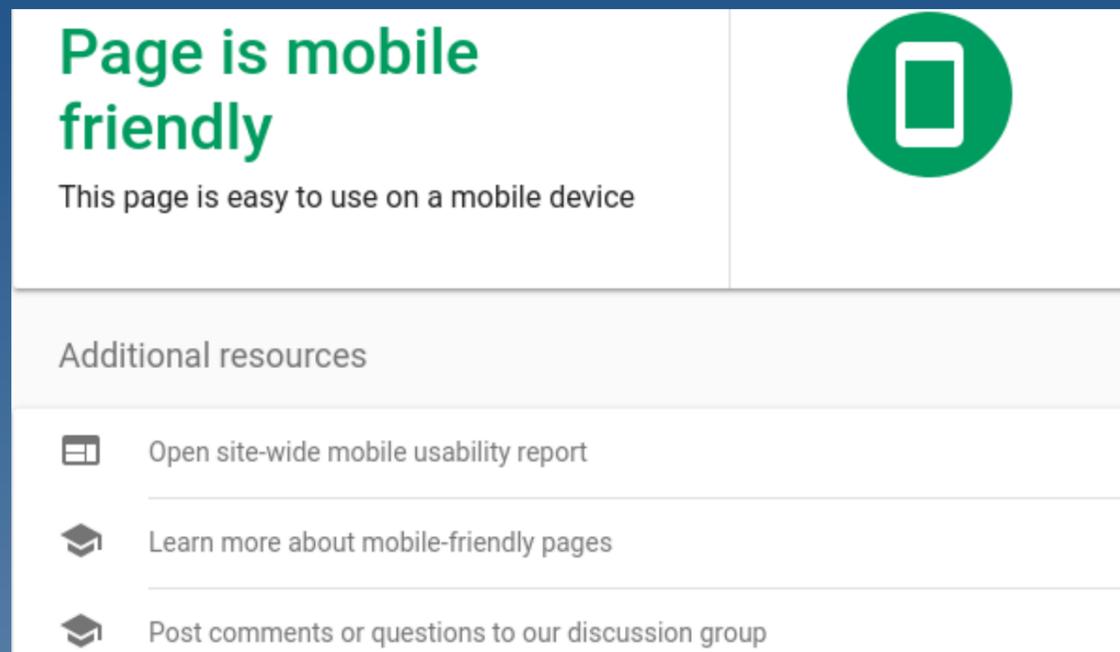
- Page Loading Speed- Improved website's load speed and webpage size to optimize the website for the browser to render as fast as possible and to improve user experience.



- Crawl and Indexing Errors- Resolved webpage crawl and indexing errors to help Google discover and index the most important pages.



- SEO-friendly URL- From a longer version of its URLs, we turn it into an SEO-friendly ones, which are shorter and easy to read, containing words that describe the overall content of the targeted page.
- Mobile-friendly Website- Worked on the mobile version of the website for the mobile users to have a good experience when they land on the website.



- Content Strategy- We worked on the website's content to populate all the web pages with rich, unique, and keyword-optimized content to rank for search queries and better conversions.

Once the website was optimized, our team began a strategic link building campaign to improve the site's domain authority resulted in improved keywords ranking and traffic growth.

# Results

InstaServ's effective Search Engine Optimization techniques for our client have brought significant positive results and they experienced

- An increase of 294.36% in their organic traffic.
- An increase of 322.15% in their online visits.
- An Increase of 78.73% in their organic impressions.



**294.36%**

Increase in Organic Traffic

**322.15%**

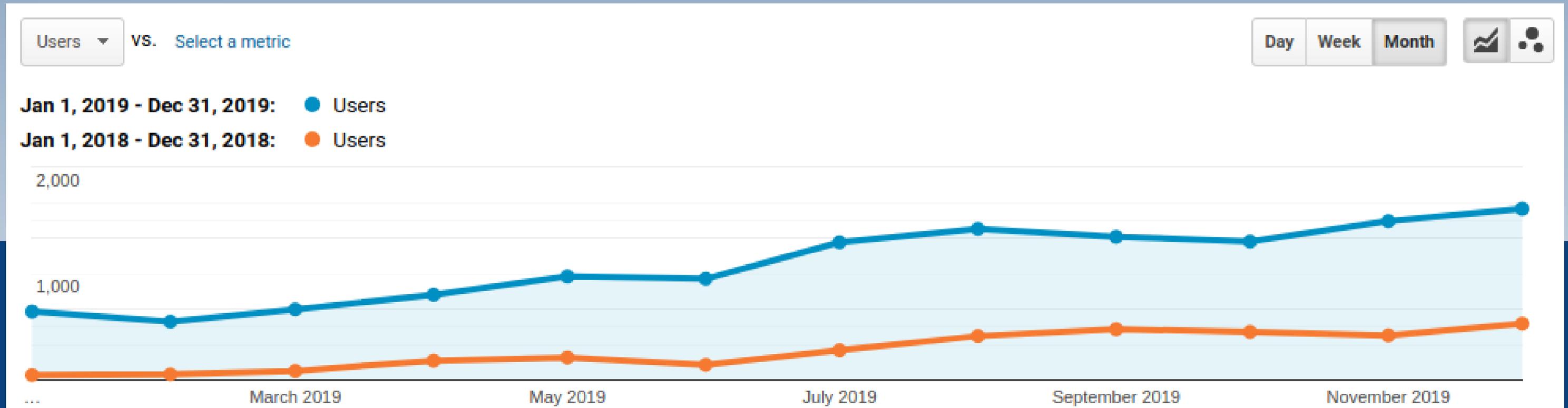
Increase in Online Visits

**78.73%**

Increase in Organic Impressions

We have been successful in improving search engine ranking and organic web traffic with each passing month since we started working with the client in January 2019.

The snapshot given below shows data on how they experienced traffic growth via our SEO strategy:



With an excellent amalgamation of winning link-building campaigns and website optimization, we have helped the client experience a boost in search engine rankings - resulting in the top 3 rankings for highly competitive keywords such as 'Afghan shipping' & 'Afghan logistics' and improved site DA.

Do you want to start  
increasing traffic and  
sales for your business?

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Contact us at [info@theinstaserv.com](mailto:info@theinstaserv.com)  
We are happy to help!

