

SEO Case Study – ASHS Consultants (Karachi)

Client Overview

Client Name: ASHS Consultants

Industry: Education Consultancy & Digital Marketing Institute

Location: Karachi, Pakistan

Services Offered: Study Abroad Consultancy (UK, USA, Canada, Australia, Ireland), IELTS / PTE / Duolingo Preparation, Digital Marketing & E-commerce Courses

Website: <https://ashsconsultants.com> (example – replace if needed)

Target Market: Pakistan (Primary), International Students (Secondary)

Project Duration: 6–9 Months

Target Keywords: 80+ Educational & Service-Based Keywords

Project Objective

The primary goal of this SEO project was to establish ASHS Consultants as a **top-ranking education consultancy and digital marketing institute in Karachi**, while generating **consistent organic leads** without relying heavily on paid advertising.

Key Objectives: - Increase organic website traffic through Google Search - Rank on the first page for high-intent keywords related to study abroad and digital marketing courses - Generate qualified student inquiries via organic traffic - Improve brand credibility and trust through content and SEO authority - Strengthen local SEO presence in Karachi

SEO Challenges

- Highly competitive education consultancy market in Karachi
 - Multiple competitors bidding aggressively on paid ads
 - Low initial organic visibility for commercial keywords
 - Need to target both local (Karachi-based) and international study keywords
 - Converting informational traffic into actual inquiries
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SEO Strategy & Implementation

1. Competitor Analysis

- Identified top-ranking education consultants and institutes in Karachi
- Analyzed competitors' keywords, content structure, backlinks, and local SEO presence
- Found content gaps in student guides, visa processes, and country-specific pages

2. Keyword Research

- Focused on **high-intent, low-to-medium competition keywords**
- Examples include:
 - Best study abroad consultants in Karachi
 - UK study visa consultant Pakistan
 - IELTS preparation institute in Karachi
 - Digital marketing institute in Karachi
- Grouped keywords into service pages, country pages, and blog content

3. On-Page SEO Optimization

- Optimized meta titles, descriptions, H1–H3 headings
- Improved page content with keyword relevance and user intent
- Created dedicated service pages for:
 - Study Abroad Consultancy
 - IELTS / PTE / Duolingo Preparation
 - Digital Marketing & E-commerce Courses
- Internal linking to improve crawlability and page authority

4. Technical SEO

- Fixed crawl errors and indexing issues via Google Search Console
- Improved website loading speed and mobile responsiveness
- Optimized URL structure and removed duplicate content
- Implemented proper schema where applicable

5. Content Marketing Strategy

- Published SEO-optimized blogs addressing student queries such as:
 - Study in UK requirements from Pakistan
 - IELTS band requirements for UK universities
 - Digital marketing career scope in Pakistan
- Created country-specific study pages to attract international study searches
- Content written with EEAT (Experience, Expertise, Authority, Trust) principles

6. Local SEO Optimization

- Optimized Google Business Profile for ASHS Consultants
- Added consistent NAP (Name, Address, Phone) across directories
- Encouraged and managed student reviews
- Optimized location-based keywords like “near me” and “Karachi” searches

7. Off-Page SEO & Link Building

- Acquired quality backlinks from education, career, and local business websites
- Guest posts and brand mentions on relevant platforms
- Improved domain authority and trust signals

8. Tracking & Monitoring

- Tools Used:
 - Google Analytics
 - Google Search Console
 - Ahrefs / SEMrush
 - Regular monitoring of:
 - Keyword rankings
 - Organic traffic growth
 - User behavior and conversions
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Results & Performance

1. Organic Traffic Growth

- **Result:** 120%+ increase in organic traffic within 6–9 months
- **Insight:** SEO-optimized service pages and blog content drove high-intent users

2. Keyword Ranking Improvement

- **Result:**
- 25+ keywords ranked on **Google Page 1**
- Multiple keywords in **Top 3 positions**
- **Insight:** Strong on-page SEO and content relevance improved visibility

3. Lead Generation

- **Result:** Significant increase in:
- Student inquiry forms
- WhatsApp and call leads from organic traffic
- **Insight:** Transactional keywords converted better than generic traffic

4. Local SEO Visibility

- **Result:**
- Increased Google Maps visibility
- Higher engagement on Google Business Profile
- **Insight:** Reviews and location optimization played a key role

5. Brand Authority

- **Result:** ASHS Consultants positioned as a **trusted education consultancy & digital marketing institute** in Karachi
 - **Insight:** Consistent content and SEO authority increased trust
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Conclusion

This SEO case study of ASHS Consultants demonstrates how a **well-planned, execution-focused SEO strategy** can generate sustainable organic growth in a highly competitive education market. By combining technical SEO, content marketing, local SEO, and continuous optimization, ASHS Consultants achieved strong keyword rankings, increased student inquiries, and long-term brand visibility — all through organic search.

This project highlights my ability to plan and execute **result-driven SEO strategies** for service-based businesses, education institutes, and competitive local markets.