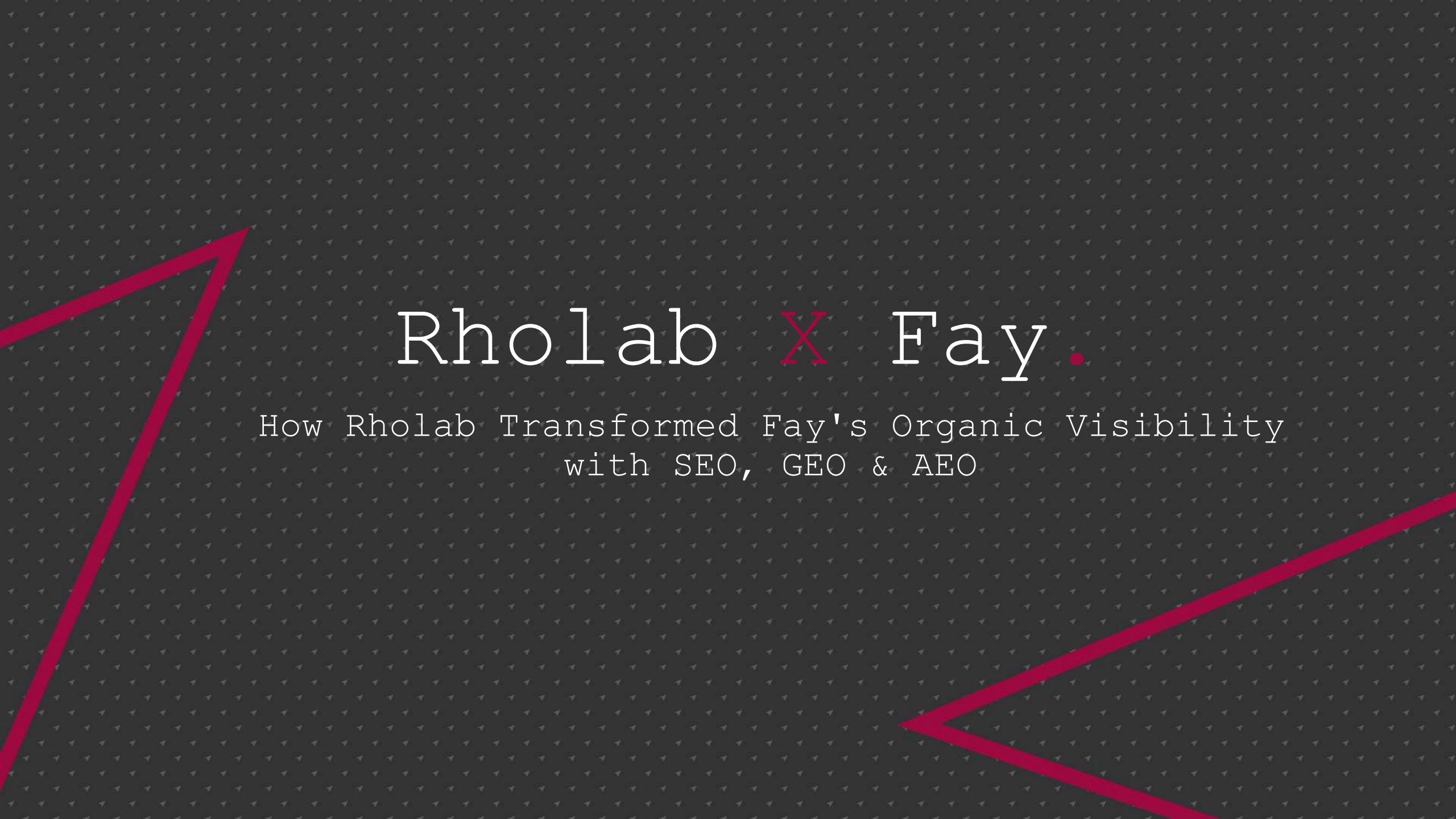




rholab.

Brand. Website. Growth

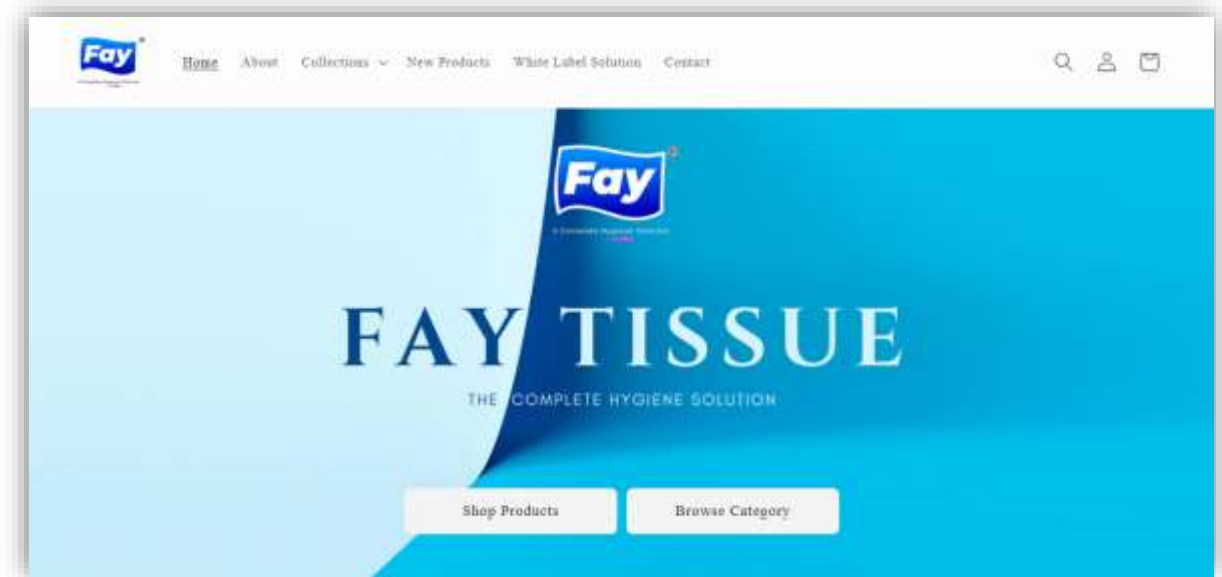


Rholab X Fay.

How Rholab Transformed Fay's Organic Visibility
with SEO, GEO & AEO

Project Overview

- Fay partnered with Rholab on Jan 1, 2026 to build organic search presence from the ground up.
- Starting point: fewer than 50 organic clicks, no meaningful rankings, Domain Authority under 1.
- Goal: rank higher on Google and become discoverable across AI-powered search platforms.
- Strategy: a unified program across SEO, GEO, and AEO – backed by continuous monitoring.



Initial Website Audit

The starting point: a site with almost no structured SEO foundation.

DOMAIN AUTHORITY

Less than 1

ORGANIC CLICKS

Under 50 /
month

KEYWORD RANKINGS

None
significant

AI SEARCH VISIBILITY

Not established

TECHNICAL SEO

Crawlability &
indexing gaps

INTERNAL LINKING

Minimal
structure

SCHEMA MARKUP

Limited
implementation

ENTITY SIGNALS

Weak brand
recognition

Project Goals

A long-term roadmap to build sustainable, compounding organic growth.



Organic Growth

Increase sustainable traffic and rank for commercial & informational keywords



Search Visibility

Strengthen technical health and grow Domain Authority



Keyword Rankings

Build topical authority within the hygiene & tissue industry



Technical SEO

Scalable, crawlable, fast infrastructure



GEO + AEO

Optimize for AI-powered search engines and assistants



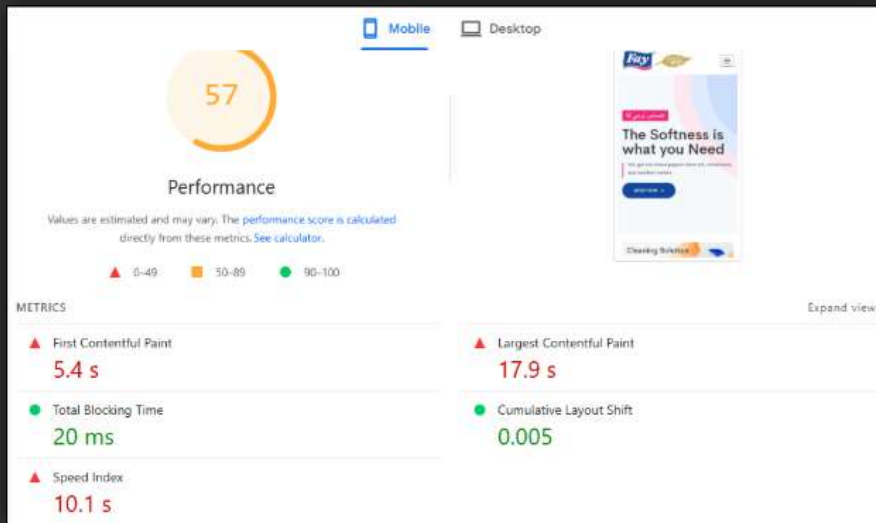
Sustainable Growth

A framework built to compound over time

Phase 1 Technical SEO Foundation

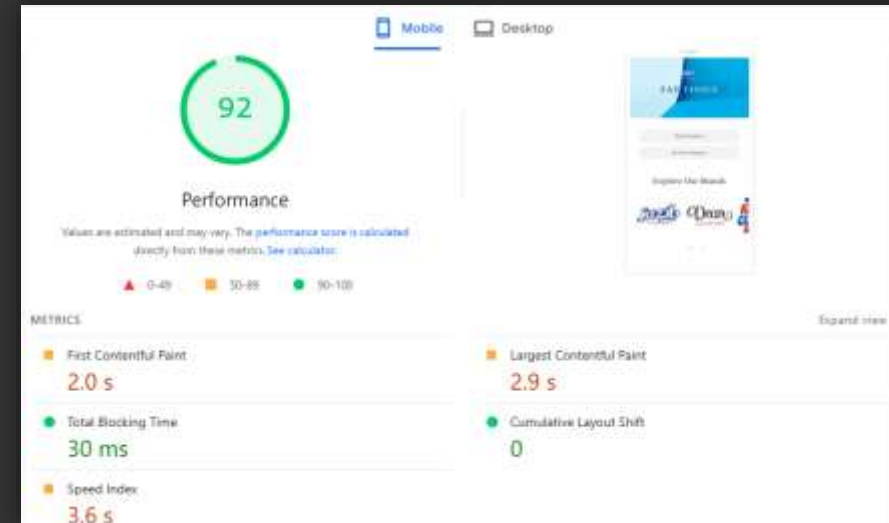
Sitemap, robots.txt, canonicals, redirects, mobile usability, Core Web Vitals, and page speed – all rebuilt.

BEFORE



Performance score: 57 / 100

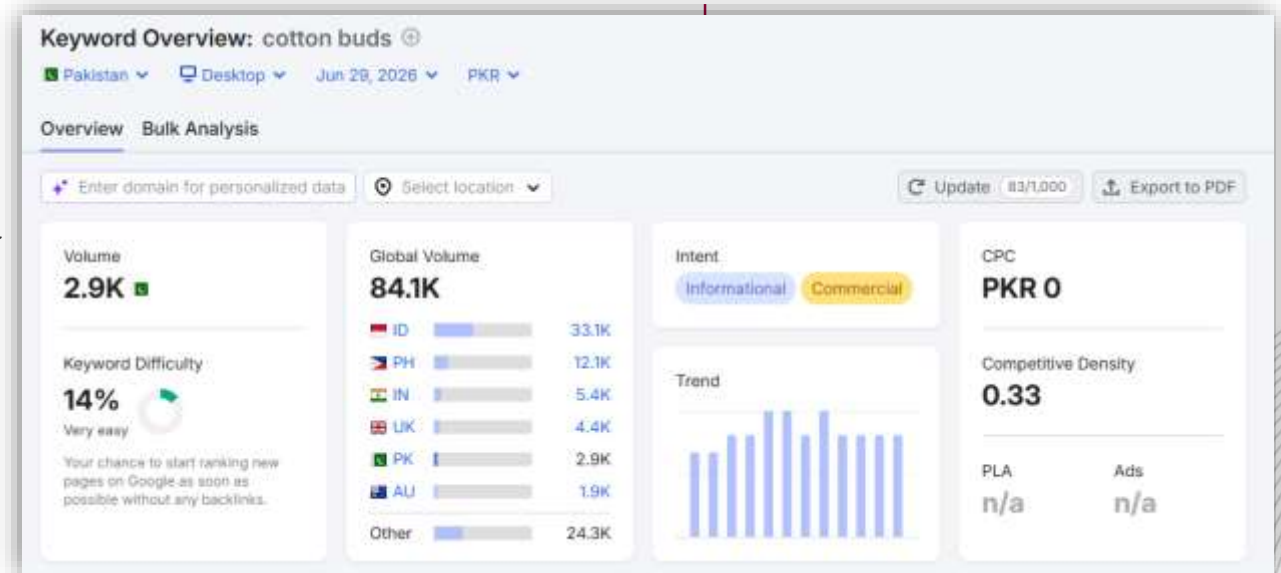
AFTER



Performance score: 92 / 100 · LCP
17.9s → 2.9s

Phase 2 Keyword Research

- Primary, secondary, and long-tail keywords across commercial and informational intent.
- Low-competition, high-search-intent opportunities identified early for quick wins.
- Every keyword mapped to one page — preventing cannibalization and strengthening relevance.



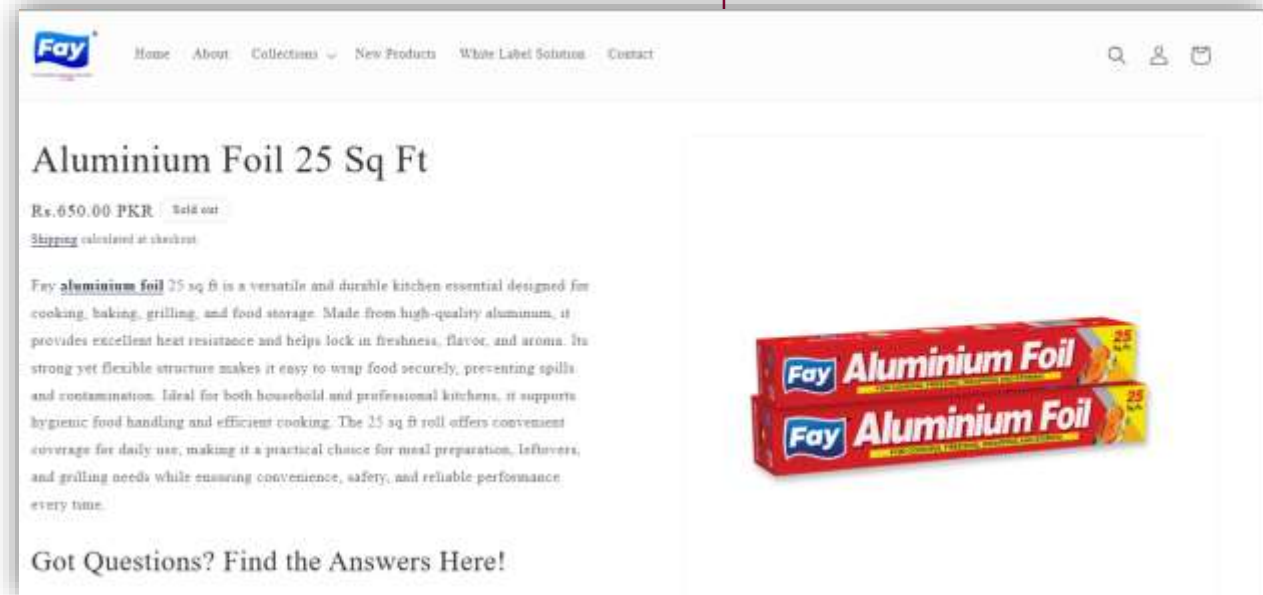
Phase 3 On-Page SEO

Titles, meta descriptions, heading hierarchy, ALT tags, and readability – optimized page by page.

METRIC	BEFORE	AFTER
Title Length	13 characters	43 characters
Meta Description	320 Characters	132 characters
H1 / H2 / H3 Tags	3 / 1 / 0	1 / 1 / 14
Internal Links (page)	83	89

Phase 4 Content Strategy

- Service pages, landing pages, blog articles, guides, FAQs, and comparison content.
- Every piece built around real user intent, not isolated keyword targeting.
- Interconnected content designed to build topical authority over time.



Phase 5 GEO (Generative Engine Optimization)

Searching "best cotton rounds in Pakistan" — Fay now shows up as a cited source across every major AI assistant.



ChatGPT



Gemini



Perplexity

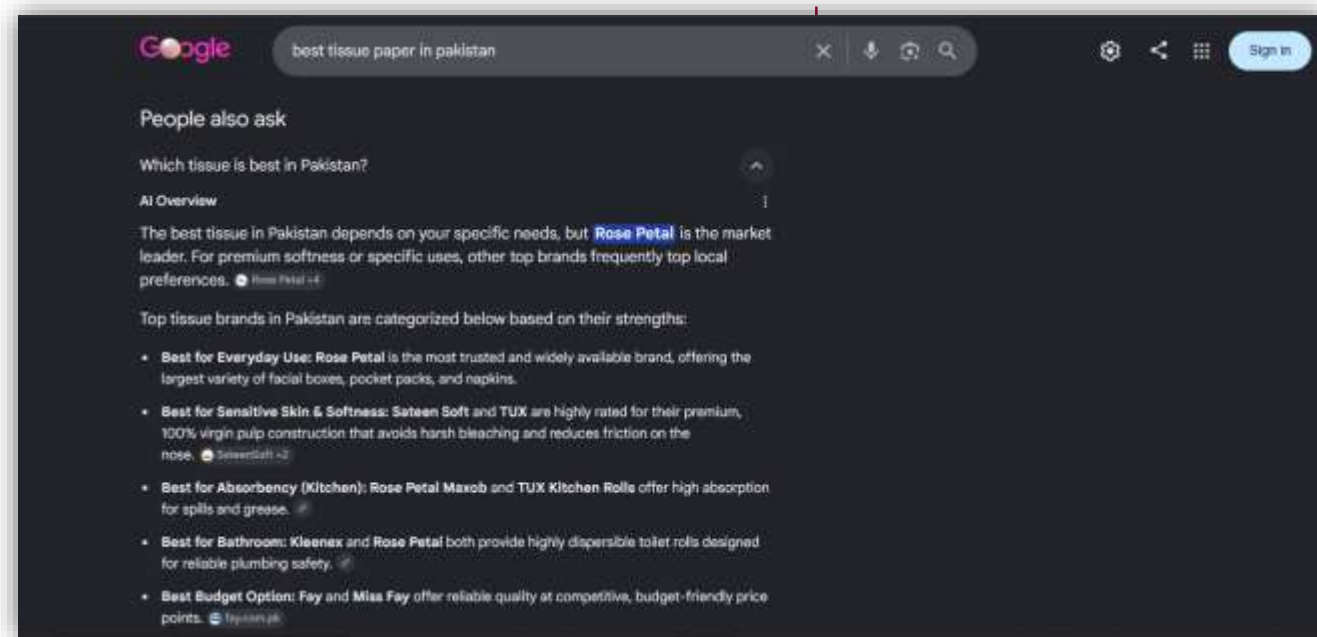


Google AI Overview

Entity optimization · Semantic SEO · Structured content · E-E-A-T · Schema · Knowledge graph signals

Phase 6 AEO (Answer Engine Optimization)

- FAQ optimization and question-based headings for conversational search.
- Direct-answer formatting, short answer blocks, and structured FAQ schema.
- Result: stronger presence in Featured Snippets and Google's People Also Ask.



Phase 7 &

8

Internal Linking & Schema Markup



Internal Linking

205 strategic internal links mapped across the site – distributing authority, reducing orphan pages, and reinforcing topical relevance.

Type	From	To	Anchor Text
Hyperlink	https://fay.com.pk/	https://fay.com.pk/collections/hygiene-tissue	Hygiene Tissues
Hyperlink	https://fay.com.pk/	https://fay.com.pk/collections/facial-tissue	Facial Tissues
Hyperlink	https://fay.com.pk/	https://fay.com.pk/collections/pocket-tissue	Pocket Tissues
Hyperlink	https://fay.com.pk/	https://fay.com.pk/collections/toilet-tissue	Toilet Tissues
Hyperlink	https://fay.com.pk/	https://fay.com.pk/collections/paper-napkin	Paper Napkins
Hyperlink	https://fay.com.pk/	https://fay.com.pk/collections/hand-towel-tissue	Hand Towel Tissues
Hyperlink	https://fay.com.pk/	https://fay.com.pk/collections/party-pack-napkin	Party Pack Napkins
Hyperlink	https://fay.com.pk/	https://fay.com.pk/collections/kitchen-towel-tissue	Kitchen Towel Tissues
Hyperlink	https://fay.com.pk/	https://fay.com.pk/collections/perfumed-facial-tissue	Perfumed Facial Tissues
Hyperlink	https://fay.com.pk/	https://fay.com.pk/collections/aluminium-foil	Aluminium Foils
Hyperlink	https://fay.com.pk/	https://fay.com.pk/collections/cling-film	Cling Films
Hyperlink	https://fay.com.pk/	https://fay.com.pk/collections/baking-paper	Baking Papers

Selected Cells: 0 Total: 205



Schema Markup

Organization, Website, Breadcrumb, FAQ, Article, and Service schema – helping search engines and AI parse Fay's content accurately.

https://fay.com.pk/collections/aluminium-foil

Run new test

Detected 0 ERRORS 0 WARNINGS 4 ITEMS

- CollectionPage 0 ERRORS 0 WARNINGS 1 ITEM
- Organization 0 ERRORS 0 WARNINGS 1 ITEM
- ItemList 0 ERRORS 0 WARNINGS 1 ITEM
- FAQPage 0 ERRORS 0 WARNINGS 1 ITEM

```
<doctype html>
<html class="js" lang="en">
  <head>
    <!-- Added by AWADA SEO Suite -->
    <!-- /Added by AWADA SEO Suite -->
    <meta charset="utf-8">
    <meta http-equiv="X-UA-Compatible" content="IE=edge">
    <meta name="viewport" content="width=device-width,initial-scale=1">
    <meta name="theme-color" content="">
    <meta name="publisher" content="Fay">
    <link rel="canonical" href="https://fay.com.pk/collections/aluminium-foil">
    <meta name="google-site-verification" content="ZD8aCQI8G8cD1etvG2F8eF6C888g_1X">
    <title>Aluminium Foil at Best Price in Pakistan | Fay</title>
    <meta
      name="description"
      content="Discover Fay aluminium foil in Pakistan for cooking, baking & more">
  </head>
```

Results Overview

Last six months of consistent SEO, GEO, and AEO execution.

3.3K

Organic clicks / month

129K

Organic impressions / month

93

Ranking keywords (+1.1%)

Rs 79.8K

Organic sales via Google
Search

15%

Organic traffic share (Pakistan)

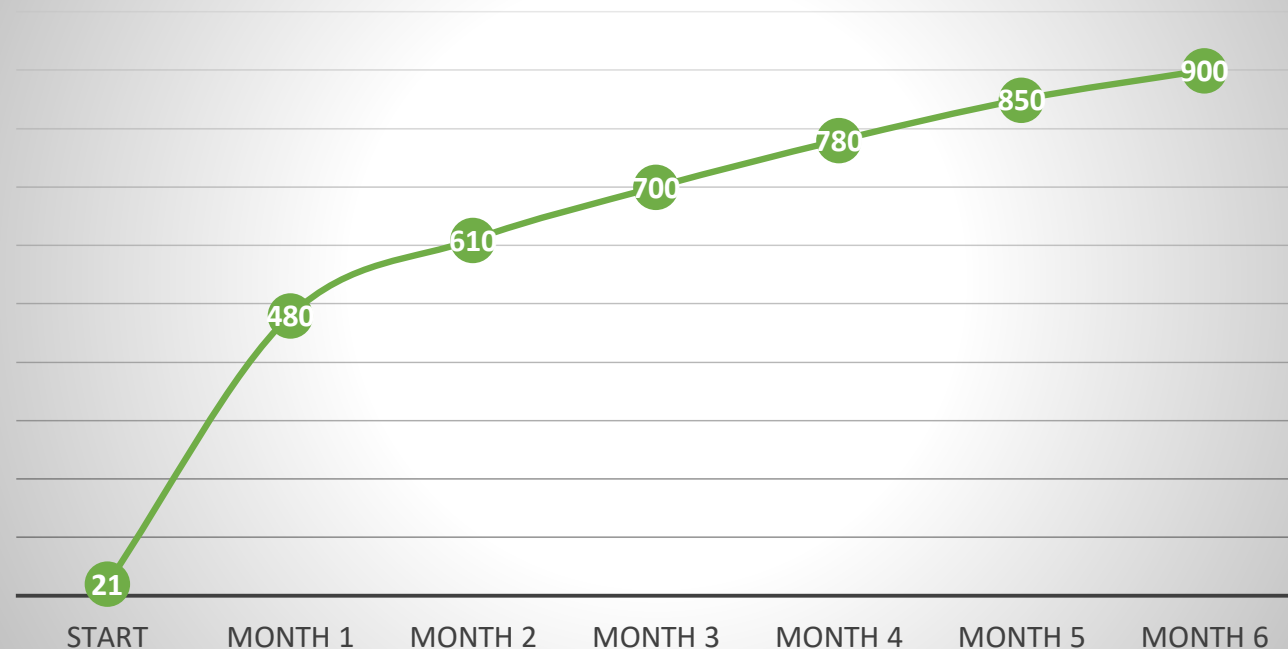
92 / 100

Mobile performance score

Organic Traffic Growth

From a near-zero baseline to a compounding six-month growth curve.

Monthly Organic Clicks (Illustrative trend)



3.3K

Total clicks (last 6 months)

129K

Total impressions (last 6 months)

2.6%

Average click-through rate

Key Learnings

- Technical excellence, high-quality content, and user-focused optimization remain essential for long-term SEO success.
- As search behavior evolves, GEO and AEO are becoming critical for visibility.
- Applies across both traditional and AI-powered search.

Conclusion

- Beautenic's results demonstrate the effectiveness of a data-driven SEO strategy built on continuous improvement.
- Technical enhancements, content optimization, and evolving GEO/AEO strategies drove the progress.
- The project established a strong foundation for ongoing visibility, authority, and sustainable performance.



Thank You!