

— البركة —
AL BARAKAH
— MEATS —

SEO Case Study

DE:STRUKT

Introduction

In **July 2025**, Al Barakah Meats began their SEO journey with a clear mission: to grow online visibility, increase direct orders, and reduce reliance on paid advertising. Starting with an SEO audit, technical clean-up, and a content strategy, we built the foundation for long-term organic growth.

By **July 2026**, the results speak for themselves: dramatic increases in impressions, clicks, keyword rankings, and most importantly sales. This case study outlines the progress made, the benefits SEO delivered, and the measurable business outcomes achieved.



The Benefits of SEO for Al Barakah Meats

When Al Barakah Meats started SEO in July 2025, they were making £17,575 from 214 orders in a month through WooCommerce. By July 2026, that number had grown to £25,974 from 287 orders.

Here’s what SEO has delivered:

1. More Customers Finding Them

From 66.9K impressions to 103K impressions, far more people now see Al Barakah Meats when they search online.

2. More Clicks and Visits

Website visits from Google grew from 1,127 clicks to nearly 1,760 clicks a month.

3. More Orders and Sales

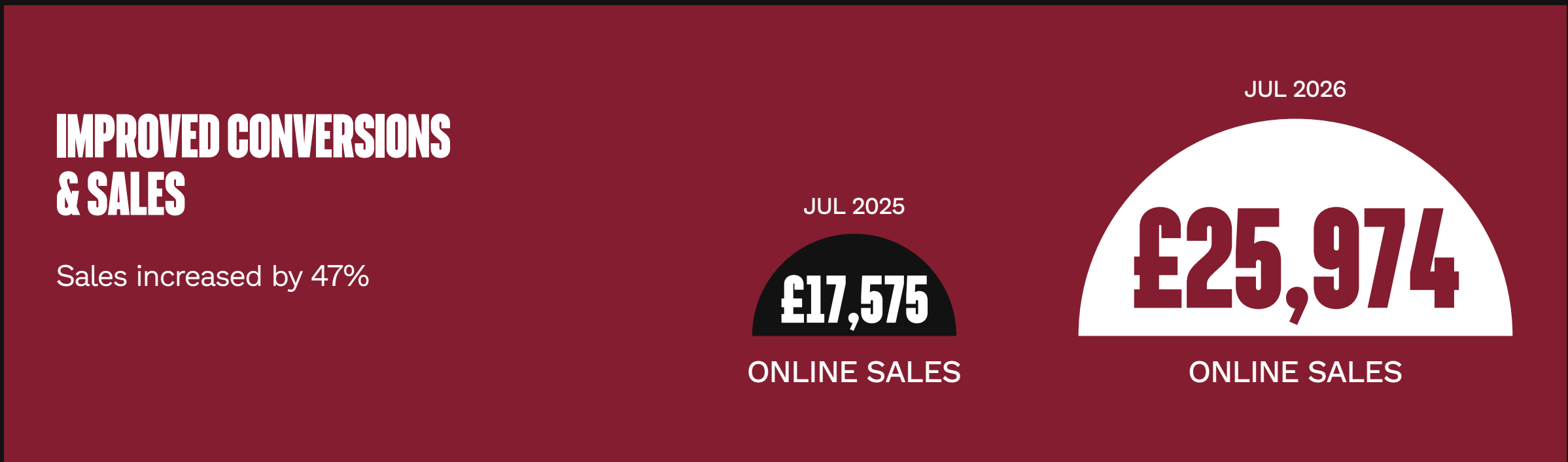
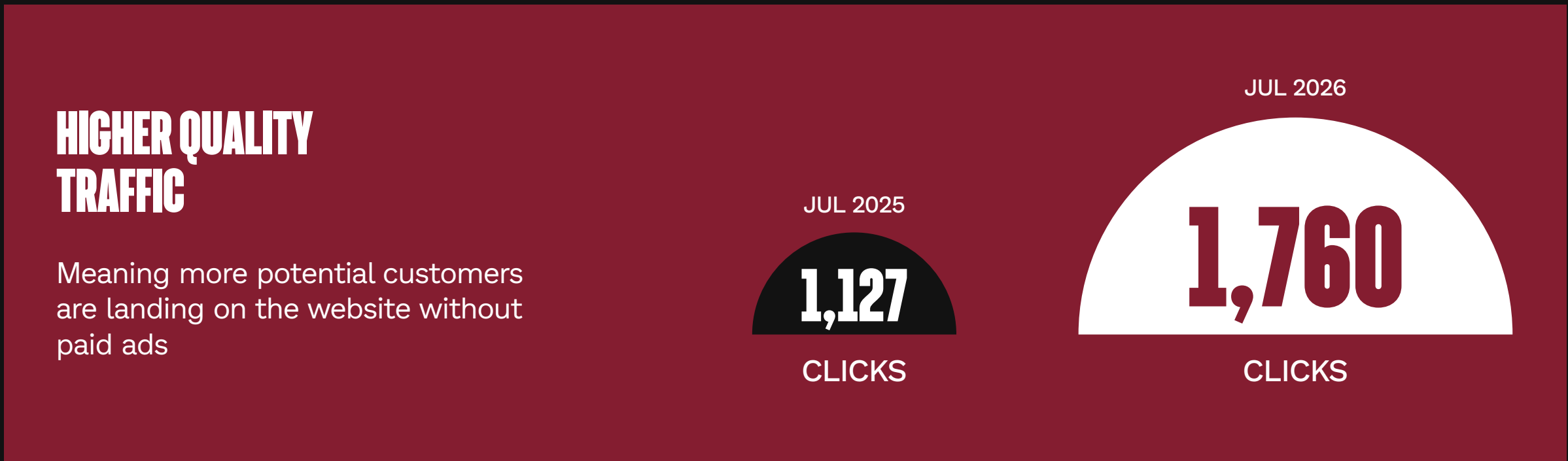
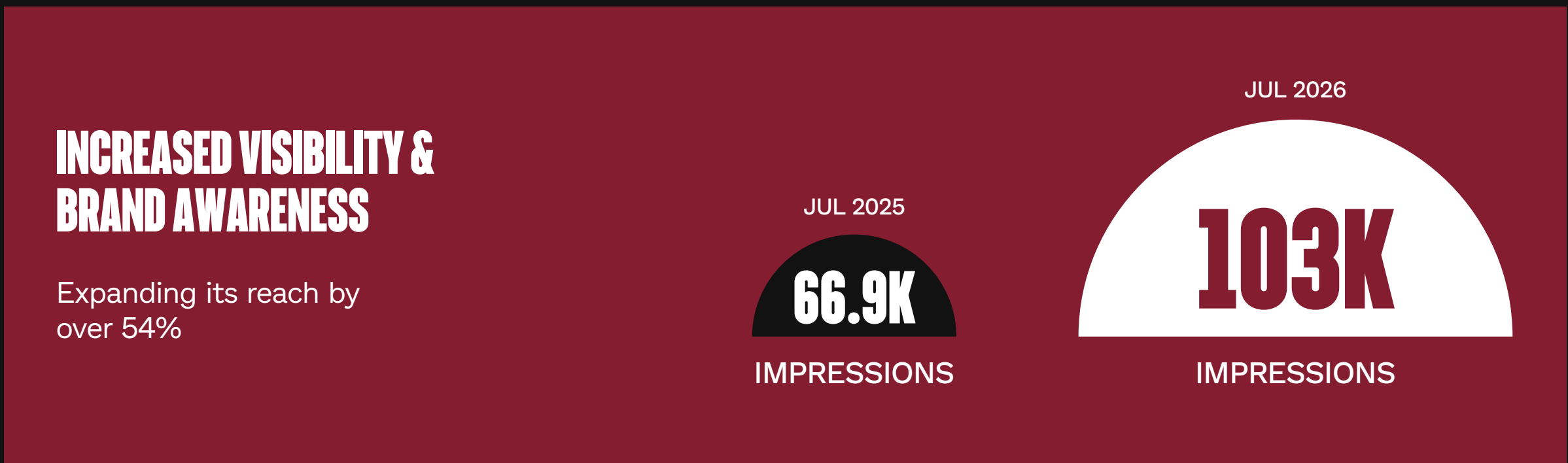
SEO helped boost online orders by over 34%, and sales are now more than four times higher each month than when they started.

4. Ongoing Growth Without Ads

Instead of relying only on paid adverts, SEO brings in a steady flow of new customers every month.

5. Clear Tracking with Flipdish

Because Al Barakah Meats uses WooCommerce, we can directly connect SEO results to real sales and order numbers, showing exactly how much extra money SEO is bringing in.



What We Did

To grow Al Barakah Meats' online presence, we carried out a full SEO strategy that focused on both technical fixes and growth opportunities.

Step 1: SEO Audit & Quick Wins

- Ran a full SEO audit to uncover issues holding the site back
- Fixed redirects, missing tags, and broken links
- Improved site health score from 95% to 97%

Step 2: Technical SEO & Website Health

- Resolved problems like orphan pages, slow-loading pages, and indexing errors.
- Added missing meta descriptions, H1 tags, alt text and improved titles.
- Kept the website fast, easy to use, and search-friendly

Step 3: Content & Keywords

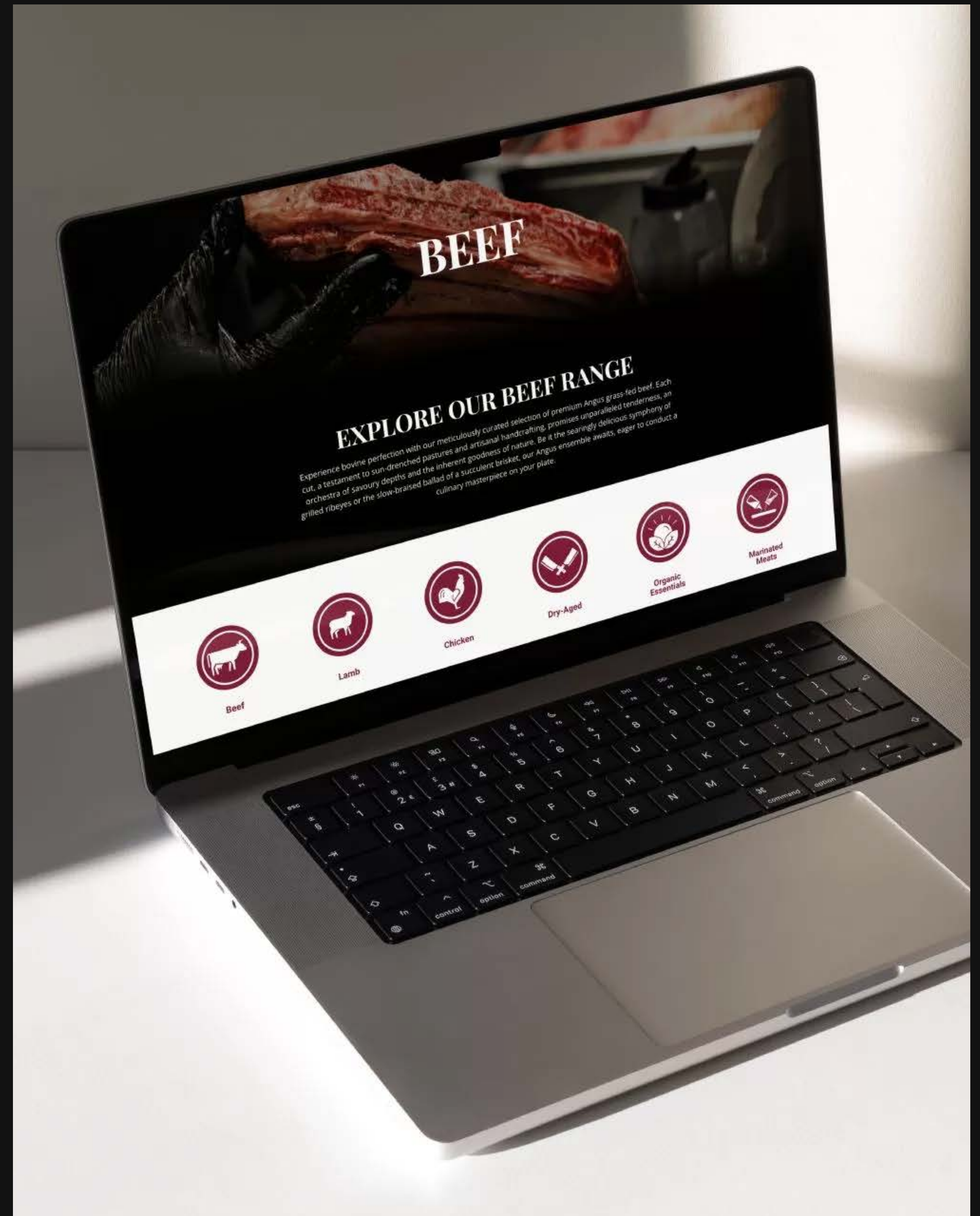
- Grew keyword rankings from 631 to 944.
- Targeted local and food-related keywords to reach customers searching for halal meat online.
- Optimised pages so Google could better understand and rank them

Step 4: Link Building & Authority

- Built high-quality backlinks each month.
- Increased the number of referring domains, helping Al Barakah Meats gain trust with Google

Step 5: Tracking & Reporting

- Tracked performance in Google Search Console, Google Analytics and WooCommerce.
- Monitored impressions, clicks, sales and orders each month.
- Showed exactly how SEO improvements linked to real revenue growth.



In short, we fixed the foundations, built visibility through keywords and links, and kept improving the site every week, turning SEO into a steady driver of new orders and sales for Al Barakah Meats.



Results

The impact of SEO on Al Barakah Meats over 12 months has been clear and measurable. By focusing only on organic SEO the business has seen dramatic increases in visibility, sales, and customer engagement.

Here's what SEO has delivered:

1. Key Outcomes

- Impressions: grew from 66.9K in July 2025 to 103K in July 2026
- Website Clicks: up from 1,127 to 1,760 in the same period
- Organic Keywords Ranked: increased from 631 to 944 (+313)
- Top 3 Google Rankings: from 26 to 63 keywords (+37)

2. Sales & Customer Growth

- Monthly online sales increased from £17,573 to £25,974
- Monthly orders rose from 214 to 287
- All of these results came organically

3. Technical Improvements

- Website health increased from 95% to 97% with regular fixes
- Issues such as orphan pages, redirects, missing tags and indexing errors were resolved
- The site is now faster, cleaner, and easier for both customers and search engines to use

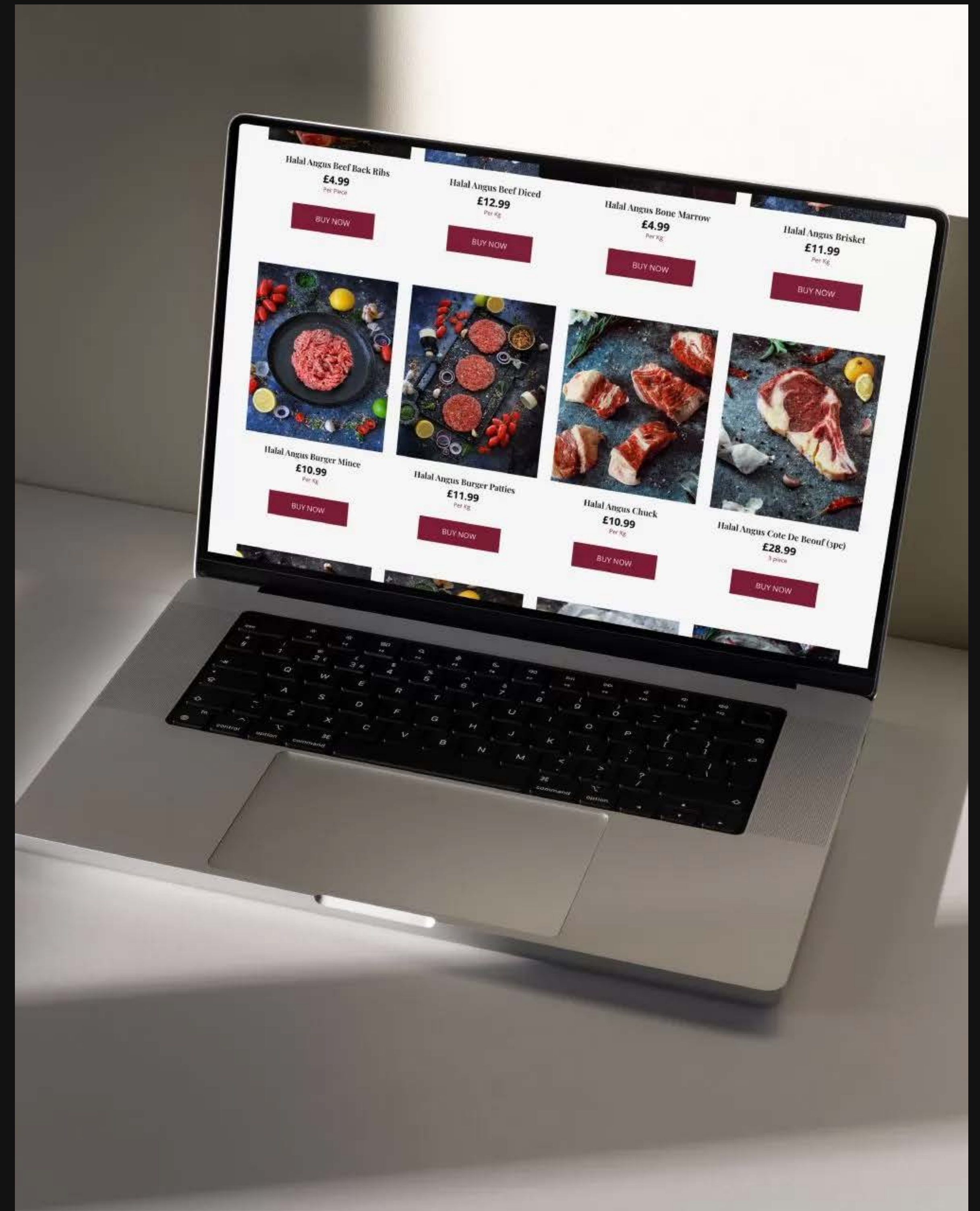


Business Impact

Within just 12 months, SEO transformed Al Barakah Meats' online presence. Every click, order, and sale was achieved through organic growth alone, proving the long-term power of SEO compared to paid advertising.

Al Barakah Meats has gained:

- Over £25,000 more in monthly sales since SEO began
- A strong online brand presence, appearing for hundreds of customer searches
- A sustainable growth channel that continues to deliver new business



YOUR CUSTOMERS ARE SEARCHING...
MAKE SURE THEY FIND YOU.

GET AN SEO AUDIT.

Thank you.

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