

# 8.5x more indexed pages and 706 clicks from Hajj & Umrah searches

Raahi Group is a Pakistan-based Hajj and Umrah travel operator. A technical indexing clean-up plus a library of pilgrim-question pages turned a mostly unindexed site into one that ranks for buying and research queries — and is now cited routinely inside Google's AI answers.

|                                           |                                            |                                                  |                                              |
|-------------------------------------------|--------------------------------------------|--------------------------------------------------|----------------------------------------------|
| <b>384</b><br>Indexed pages<br>(from ~45) | <b>706</b><br>Organic clicks<br>(3 months) | <b>35.4k</b><br>Google impressions<br>(3 months) | <b>2.0%</b><br>Average CTR<br>(best in pack) |
|-------------------------------------------|--------------------------------------------|--------------------------------------------------|----------------------------------------------|

Period: 17 Jul – 16 Oct 2026 (Web search). Indexing as of 12 Oct 2026; “~45” read from the mid-July Page indexing chart.

## Starting point

In mid-July 2026 roughly three out of four known URLs were not indexed, so most of the site could not rank at all. Daily search impressions were in single digits and the brand was competing against long-established Hajj and Umrah agencies in Rawalpindi, Lahore and Karachi.

## What we did

- Resolved indexing blockers so Google could crawl and index the full site — the indexed share rose from ~25% to 76%.
- Published a /use-cases/ knowledge hub answering the questions pilgrims actually ask: Umrah age limits for children, Saudi vaccination requirements, ihram clothing rules, how many times Umrah can be performed.
- Built city- and year-specific comparison pages (best Umrah travel agencies Lahore, best Hajj operators Pakistan 2026, best Umrah agency for families Pakistan 2026).
- Added Hajj 2027 package pages to capture early-planning demand, plus a vaccination requirements guide, and breadcrumb structured data site-wide.
- Tracked crawl coverage in thecrawlbudget.com so newly published pages were picked up instead of sitting in the not-indexed queue.

## SEO results

- Indexed pages grew ~8.5x, from ~45 in mid-July to 384 on 12 Oct 2026; the not-indexed share fell from ~75% to 24%.
- 706 clicks and 35,400 impressions in 90 days — up from 409 clicks and 21.2k impressions in the previous reporting window, a 73% rise in clicks.
- Average position improved from 27.4 to 24.2 while impressions grew, which means the gains came from stronger rankings, not just more pages.
- Highest CTR of the portfolio (2.0%) — searchers who find Raahi click through.
- Ranking for 1,000+ distinct queries, including commercial terms such as “best hajj operators in pakistan” (1,004 impressions) and “registered hajj operators in pakistan”.

## Top queries (3 months)

| Query                                   | Clicks | Impressions |
|-----------------------------------------|--------|-------------|
| raahi group                             | 36     | 63          |
| child age limit for umrah 2026          | 7      | 57          |
| raahi                                   | 5      | 163         |
| best hajj operators in pakistan         | 4      | 1,004       |
| raahi-umrah services rawalpindi reviews | 4      | 112         |
| umrah vaccine requirement for pakistan  | 4      | 108         |
| vaccination for umrah                   | 3      | 264         |
| vaccination for umrah from pakistan     | 3      | 131         |
| haram ul hajjaz                         | 3      | 99          |
| raahi-umrah services rawalpindi         | 3      | 65          |
| umrah vaccination requirements 2026     | 3      | 24          |
| registered hajj operators in pakistan   | 3      | 6           |

## AEO results — visibility in Google's AI answers

Search Console's Generative AI features report shows Raahi pages being used in Google's AI answers, with a step-change from late September as the question-led pages matured — AI-answer impressions roughly doubled on the previous report.

**2.29k**

Impressions in Google  
generative AI features

**153**

Pages surfaced in  
AI answers

**~10 → ~145**

Daily AI impressions  
(Sep → Oct peak)

## Top pages cited in AI answers (17 Jul - 16 Oct 2026)

| Page                                                      | AI impressions |
|-----------------------------------------------------------|----------------|
| Homepage (www)                                            | 255            |
| /use-cases/en/umrah-age-limit-children                    | 199            |
| /use-cases/en/vaccination-requirements-saudi-arabia-umrah | 146            |
| /hajj/hajj-2027-packages                                  | 144            |
| /hajj/operators-pakistan                                  | 140            |
| /use-cases/en/how-many-times-can-you-perform-umrah        | 137            |
| /use-cases/en/best-umrah-travel-agencies-lahore           | 129            |
| /guides/umrah-vaccination-requirements                    | 75             |

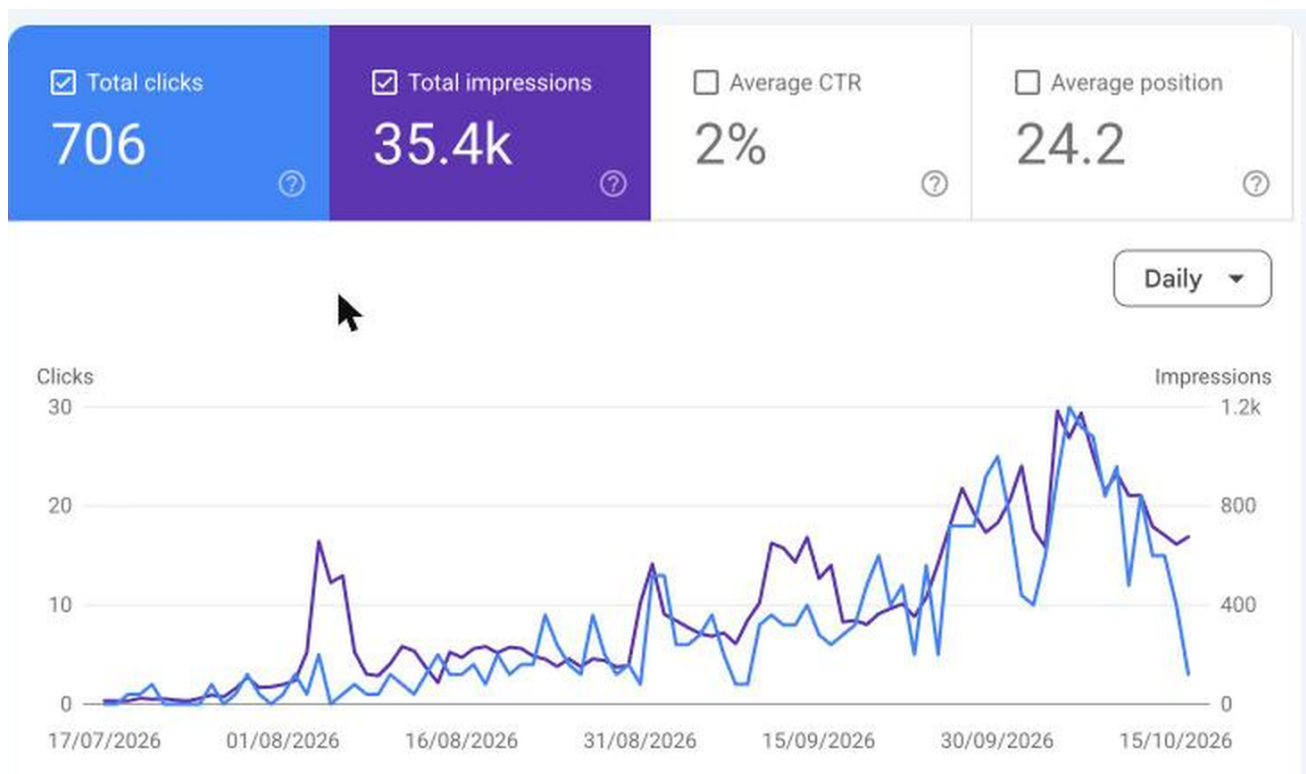
| Page                                                       | AI impressions |
|------------------------------------------------------------|----------------|
| /use-cases/en/best-umrah-agency-for-families-pakistan-2026 | 70             |

## Why it worked

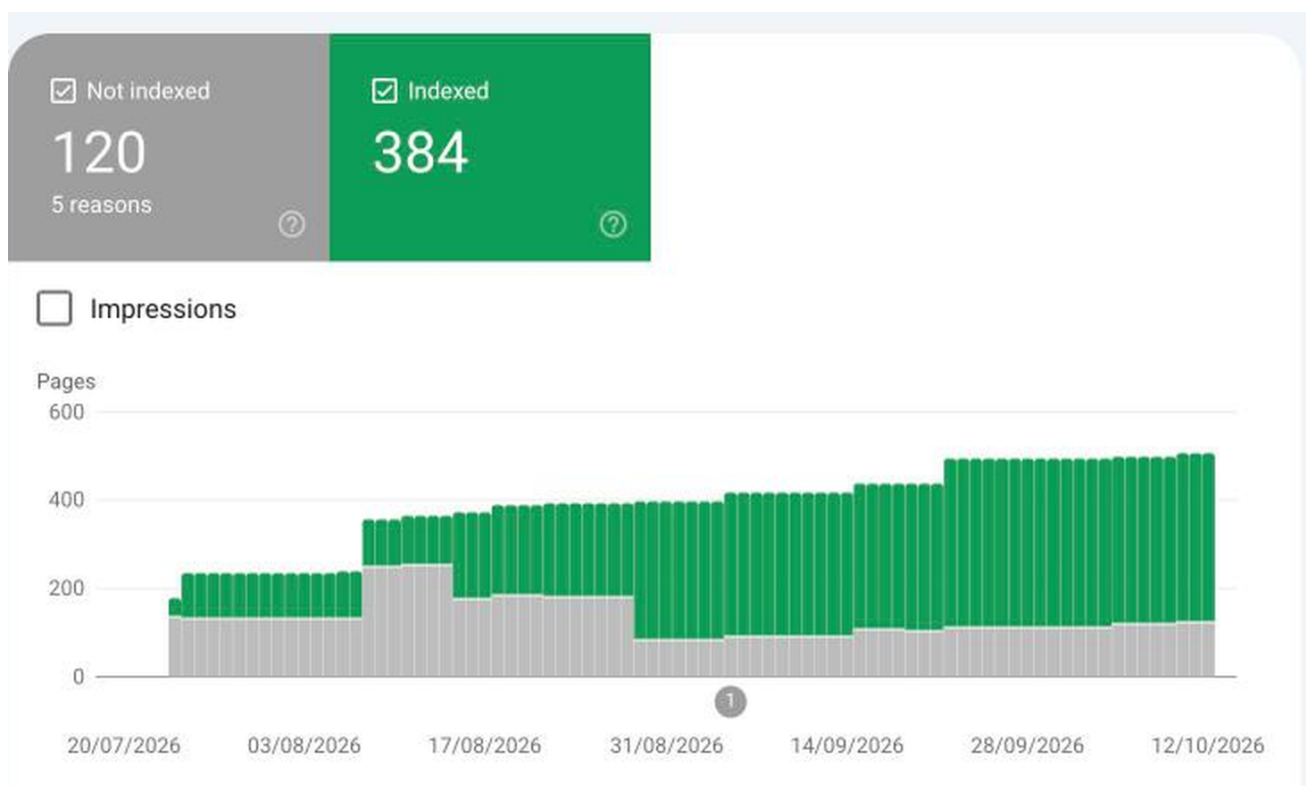
- Fixing indexation first meant every new page could compete from day one.
- Rules-and-requirements pages (age limits, vaccinations, ihram) are exactly the factual questions AI answers summarise — and they cite the source.
- Local, year-stamped pages match how Pakistani pilgrims search (“... Lahore”, “... 2026”).
- Vaccination queries alone now span six of the top twelve clicked terms — a cluster built once that keeps compounding.

## Evidence

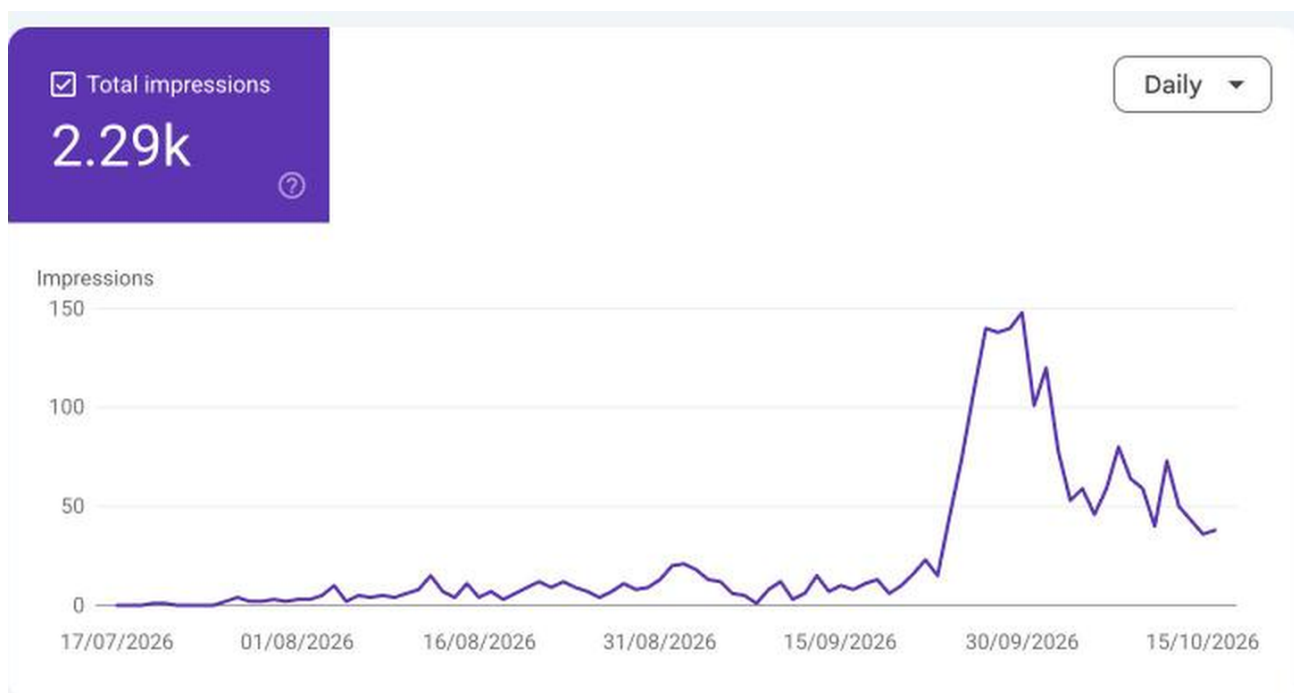
### Verified results — Google Search Console



Google Search performance, last 3 months: 706 clicks, 35.4k impressions and a 2.0% CTR.



Page indexing: indexed pages (green) grew to 384 while unindexed pages fell to 120.



Google generative AI features: 2.29k impressions across 153 pages, with the breakout from late September.

All figures come directly from the client's Google Search Console account (search and AI data as of 16 Oct 2026; page indexing as of 12 Oct 2026). AI-answer impressions are from Search Console's Generative AI features report.