CASE STUDY · LOCAL SEO + GEO · WORDPRESS

Kurigram.info: 83% more Google clicks and 73% more impressions in three months

A Bengali-language information hub for Kurigram, a river district in northern Bangladesh. Small search demand and the same place searched in Bengali, English and Banglish made it a hard local project. We worked on Google SEO and AI search together, and the traffic kept climbing month after month.

CLIENT	MARKET	PLATFORM	SERVICE	PERIOD
Kurigram.info	কুড়িগ্রাম, Bangladesh	WordPress	Local SEO, GEO + content	Aug to Oct 2026 vs May to Jul 2026

Google clicks, last 3 months
12,929
from 7,080 · +83%

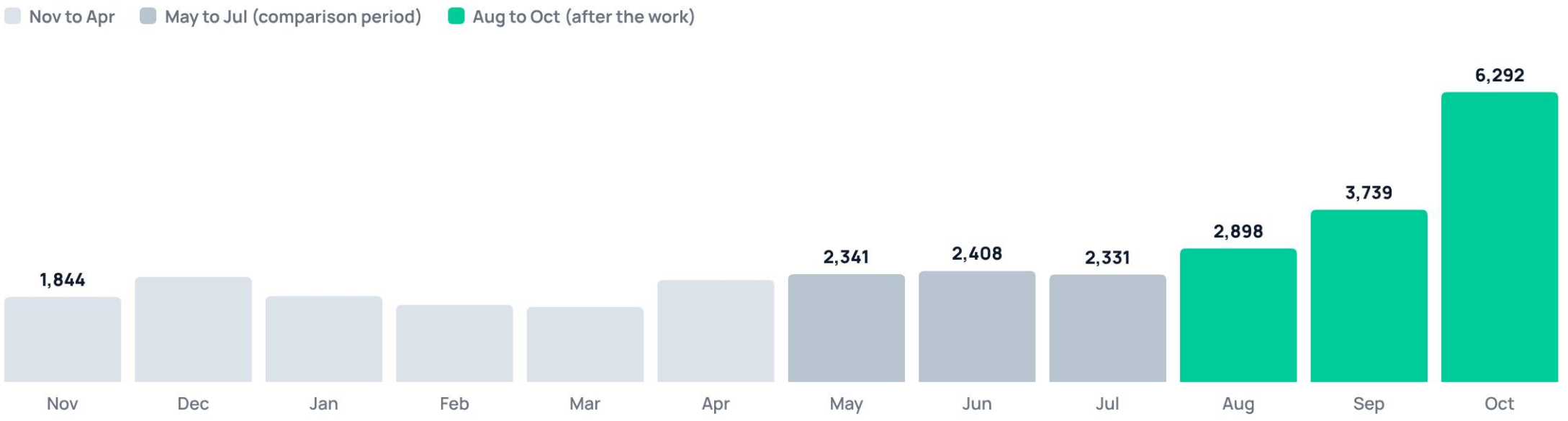
Google impressions, last 3 months
495K
from 287K · +73%

Google clicks, October 2026
6,292
from 3,739 in Sep · +68%

Visits from ChatGPT answers
129
from 78 · +65%

Google clicks by month, November 2025 to October 2026

Monthly clicks from Google Search Console (web search). October 2026 brought 3.4x the clicks of November 2025.



Last 3 months vs the 3 before

Aug to Oct 2026 compared with May to Jul 2026.

METRIC	MAY TO JUL	AUG TO OCT	CHANGE
Google clicks	7,080	**12,929**	+83%
Google impressions	286,710	**494,612**	+73%
Click-through rate	2.5%	**2.6%**	+0.1 pt
Search queries with a click	348	**618**	+78%
Queries ranking in the top 10	941	**1,225**	+30%
Pages earning a click	160	**356**	+123%
Organic search visits (GA4)	5,359	**12,248**	+129%
Engaged sessions (GA4)	3,303	**8,183**	+148%

Average position stayed at 6.2. Hundreds of new pages entered search at lower positions while the old ones climbed, so the site average held flat as reach grew.

Month vs month

Every month beat the one before.

MONTH	CLICKS	IMPRESSIONS	CLICKS CHANGE
Aug 2026	**2,898**	105,457	+24% vs Jul
Sep 2026	**3,739**	119,609	+29% vs Aug
Oct 2026	**6,292**	269,546	+68% vs Sep

AI search (GEO / AEO)

Visits that came from AI answer engines, from Google Analytics 4. Small numbers, growing fast.

78 → 129
ChatGPT visits, +65%

1 → 3
Gemini visits

1 → 2
Perplexity visits

Existing pages that grew

Google clicks, May to Jul vs Aug to Oct.

PAGE	BEFORE	AFTER
Specialist doctors by department	45	**649**
Central Clinic & Diagnostic listing	619	**775**
Update Diagnostic Center listing	292	**534**
Diagnostic centres hub page	17	**205**
Popular General Hospital listing	355	**485**
Haque Diagnostic Center listing	349	**468**

"dhaka to kurigram bus" moved from position 14.2 to 4.3. "গ্রীন লাইফ হাসপাতাল কুড়িগ্রাম" now ranks 1.3 with a 60.6% click-through rate.

New pages, first three months

Pages built from the content plan. Clicks and impressions, Aug to Oct 2026.

PAGE	CLICKS	IMPRESSIONS
Government holiday list 2027	**608**	23,314
Dhaka to Kurigram bus fare & schedule	**680**	12,243
Land area calculator (jomir hisab)	**253**	61,921
Land mutation fee guide (namjari)	**164**	7,484
Bangla calendar	**55**	53,917

The land calculator and Bangla calendar alone brought 115,000+ impressions. Their click-through rate is the next thing we are working on.

What we did

01
Bengali-first SEO tags
138 titles and descriptions rewritten Bengali-first, 213 image alt texts, breadcrumb fixes.

02
Indexing cleanup
Crawl waste from filter URLs blocked, 301s for dead pages. Indexed pages 1,160 to 1,590.

03
Pages people search for
200-topic plan from Search Console gaps: holiday list, bus fares, doctor lists, land tools.

04
Speed on phones
7,572 images to WebP, caching and lazy loading. Mobile PageSpeed from no score to 84.

05
Answer-ready for AI
Facts in clean tables, FAQ schema, sources on 130 pages, bn-BD language tag, AI crawlers open.

06
Local distribution
New pages shared on Facebook and Instagram. Facebook visits 75 to 598.

WIX SOLUTION

Sources: Google Search Console (web search) and Google Analytics 4, pulled 1 November 2026. Comparison: 1 May to 31 Jul 2026 vs 1 Aug to 31 Oct 2026. Query and page counts use the rows Search Console shows. Search Console does not report AI Overview data for this property, so AI figures are visits from AI tools in GA4.