

SEO Success Portfolio – Curated
Highlights

Proven Strategies



SEO Case Study: Growth Highlights from a Tech Blog:

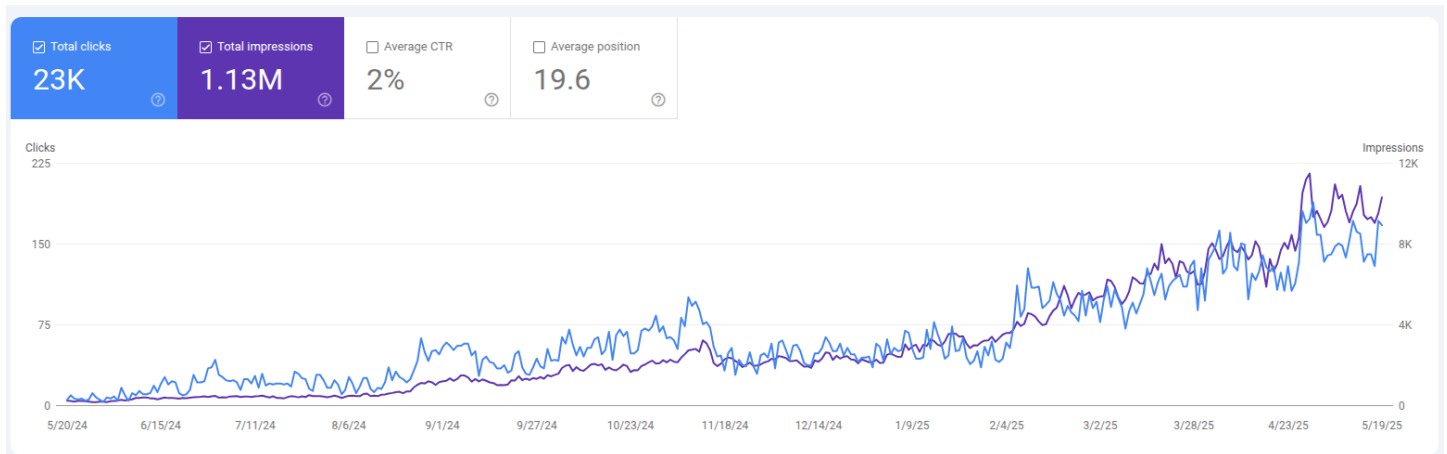
Project Duration: May 2024 – May 2025

Industry: Technology & Software

Objective: Drive sustainable organic traffic growth and improve visibility for key industry keywords.

Target Audience: International

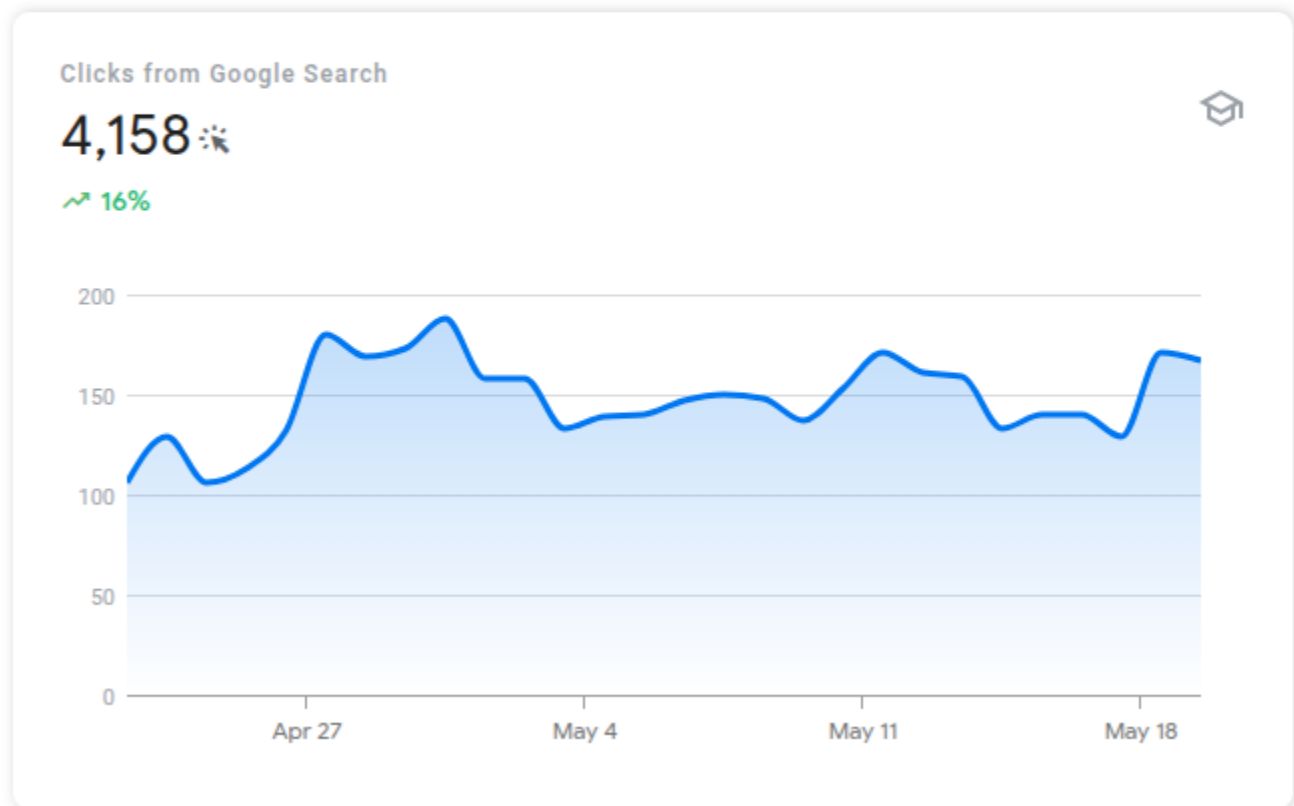
- **23,000 Total Clicks** from organic search
- **1.13 Million Impressions** generated over 12 months
- **+500% Traffic Growth** from the beginning of the campaign
- **Average Click-Through Rate (CTR):** 2%
- **Average Position:** 19.6 on SERPs



Over the span of 12 months, the tech blog experienced **steady and scalable organic growth**, culminating in a strong upward trend from early 2025. This growth reflects a well-structured content strategy, technical SEO improvements, and consistent on-page optimization.

Performance on Google

Past 28 days



Key periods of acceleration:

- **September–October 2024:** Initial spike due to technical optimizations and on-page content alignment.
- **February–May 2025:** Sustained growth driven by targeted keyword expansion and internal linking strategies.

Country	↓ Clicks	Impressions
India	3,655	153,051
United States	2,501	277,232
Philippines	1,002	38,771
Germany	917	32,011
Indonesia	878	26,600
United Kingdom	730	51,400
France	576	17,085
Canada	483	27,619
Pakistan	471	13,982
Brazil	457	62,122
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- **Keyword Mapping & Optimization:** Focused on mid- and long-tail keywords relevant to tech tutorials and product reviews.
- **Content Strategy:** Published and optimized high-value blog posts addressing trending industry questions.
- **Technical SEO:** Enhanced site structure, indexability, and page speed, resulting in improved crawl rates and user experience.
- **Performance Monitoring:** Continuous refinement through Google Search Console insights and SERP behavior analysis.

Achievements

Track progress and celebrate happy moments in your site's journey

[Learn more and get tips](#)

In progress



4.16K / 4.5K Google Search Impact

Reach 4.5K clicks from Google Search in 28 days



Achieved

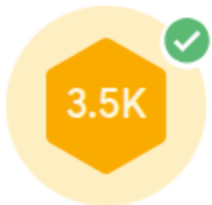


4K Google Search Impact

Your site reached 4K clicks from Google Search in 28 days



May 13, 2025




3.5K Google Search Impact

Your site reached 3.5K clicks from Google Search in 28 days



Apr 11, 2025

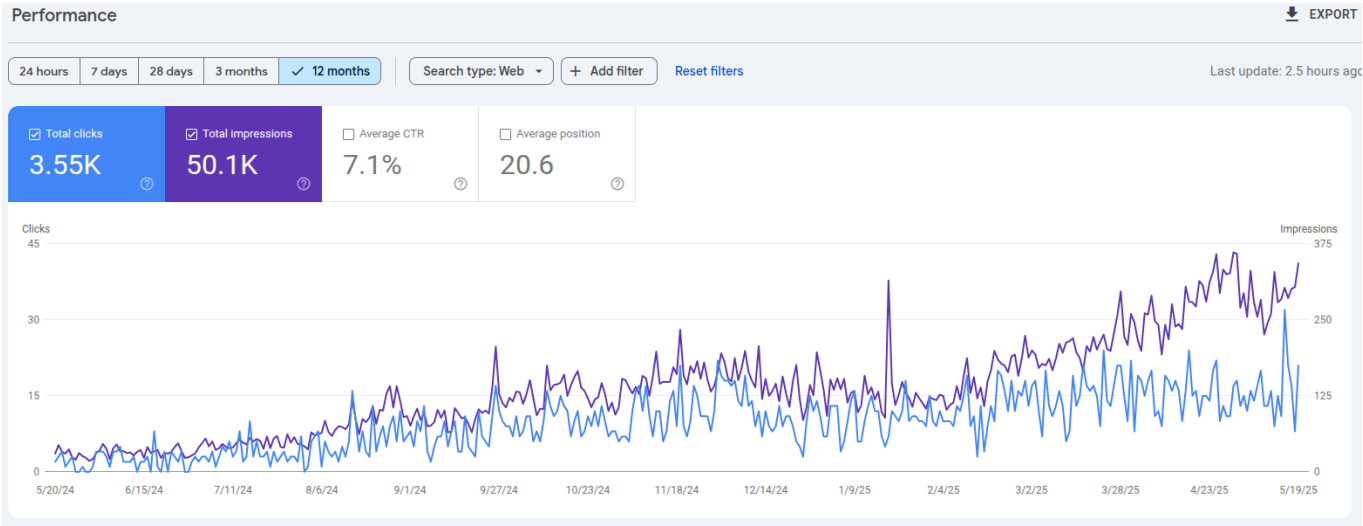


"Through consistent and data-driven SEO implementation, this tech blog achieved over a million search impressions and meaningful traffic growth, creating a strong foundation for long-term visibility and authority in its niche."

SEO Case Study: Local Visibility Boost for a U.S.-Based Barber Shop

Project Duration: May 2024 – May 2025
Industry: Local Services (Barbering & Grooming)
Target Audience Location: United States
Objective: Increase local search visibility and drive appointment bookings via organic traffic.


- **3,550 Total Clicks** from local and organic search
- **50,100 Impressions** across relevant search queries
- **7.1% Click-Through Rate (CTR)** – significantly above average for local SEO
- **Average Position:** 20.6 in Google Search Results
- **Consistent Growth:** 10x increase in daily impressions over the year



Organic performance for the barber shop demonstrated a **steady rise in visibility** within Google search results, particularly for geo-targeted keywords like "barber near me", "fade haircut USA", and related service queries.

Country	Clicks	Impressions
United States	3,340	35,188
United Kingdom	98	1,878
Canada	25	759
Ireland	21	208
Australia	20	476
India	5	645
Italy	3	395
Pakistan	3	80
Russia	2	1,013
Netherlands	2	183

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Key momentum points:

- **August–October 2024:** Gained traction with localized content and Google Business Profile optimization.
- **March–May 2025:** Impressions and clicks climbed sharply, indicating stronger SERP positioning and keyword rankings.

Key Workings:

- **Local SEO Optimization:** Integrated schema markup, consistent NAP data, and Google Business enhancements.
- **Content Localization:** Created location-specific service pages and blog content tailored to community needs.
- **Technical SEO Fixes:** Addressed site performance issues that impacted mobile experience and indexing.
- **Reputation Signals:** Supported content with on-page trust-building elements like reviews, service guarantees, and visuals.

Achievements

Track progress and celebrate happy moments in your site's journey

[Learn more and get tips](#)

In progress



434 / 500 Google Search Impact

Reach 500 clicks from Google Search in 28 days



Achieved



450 Google Search Impact

Your site reached 450 clicks from Google Search in 28 days



Apr 12, 2025



400 Google Search Impact

Your site reached 400 clicks from Google Search in 28 days



Mar 17, 2025

"This local business experienced a 10x increase in search exposure, positioning them as a top choice for grooming services in their area. By leveraging targeted local SEO, we connected this shop with thousands of potential clients actively searching for their services."

SEO Case Study: Local Visibility Boost for a U.S.-Based Legal Firm

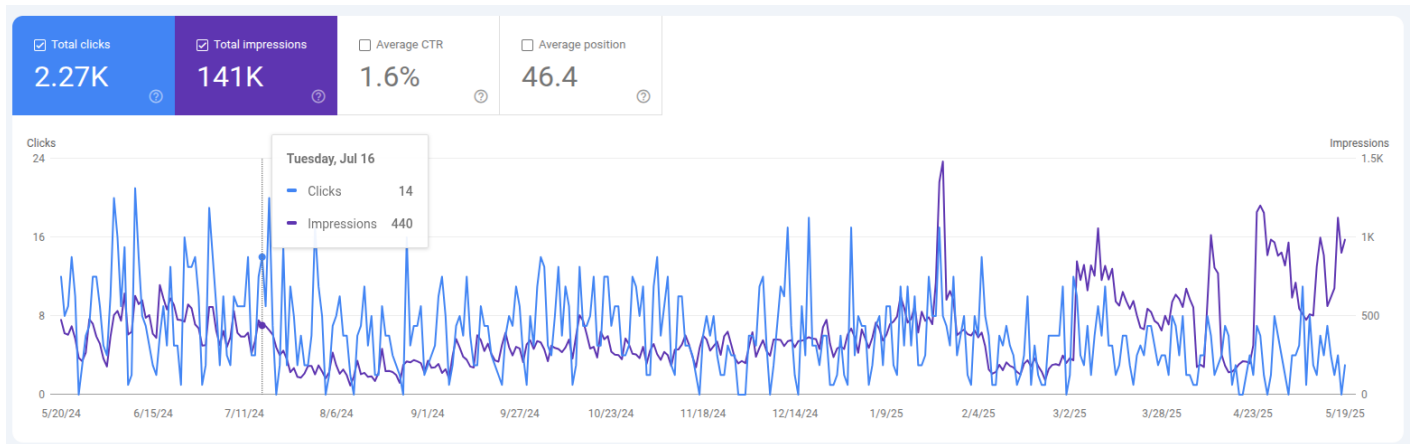
Project Duration: May 2024 – May 2025

Industry: Legal Services

Target Audience Location: United States

Objective: Improve organic reach for legal service pages and increase qualified traffic from people searching for legal help.

- **2,270 Total Clicks** from organic search
- **141,000 Impressions** across targeted legal queries
- **1.6% Average Click-Through Rate (CTR)**
- **Average Position:** 46.4 (improving over time)
- **Noticeable Lift in Visibility** starting Q1 2025



The law firm saw gradual but strategic gains in organic impressions and clicks, with key performance improvements starting in early 2025. Though legal niches are highly competitive, targeted content and optimization efforts began to pay off by March–May 2025.

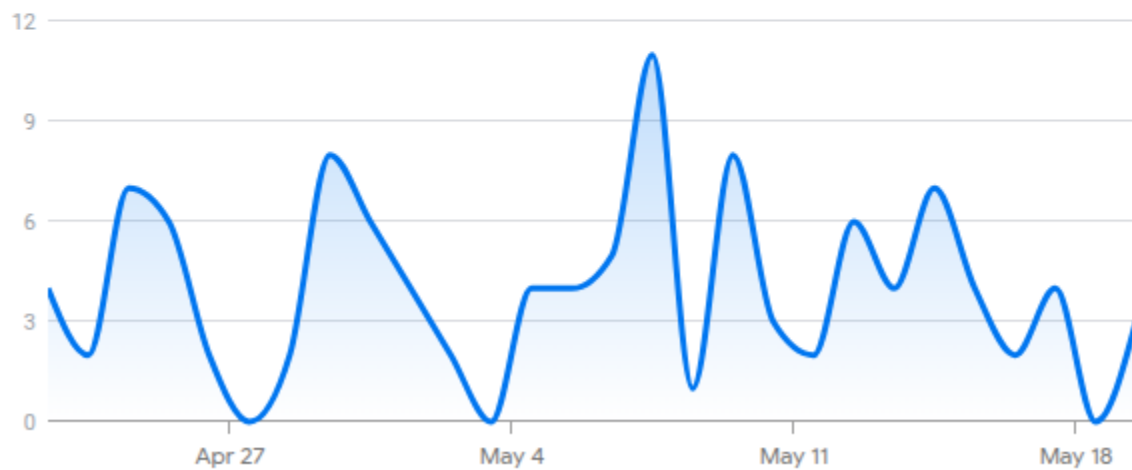
Performance on Google

Past 28 days

Clicks from Google Search

111 📈

↗️ 3%





Google Search

How visitors find your site on Google



Most searched queries ▾

1 legacy law partners

Avg. position: 1.7 Top 5 results

27 clicks

2 legacy law

Avg. position: 10.2

6 clicks

3 amanda gilbert-largent

Avg. position: 1 Top 5 results

5 clicks

4 bryan etter

Avg. position: 2.4 Top 5 results

3 clicks

5 brian etter

Avg. position: 4.2 Top 5 results

3 clicks

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Highlights:

- **Mid-July 2024:** Short-term spike from technical fixes and initial content rollout.
- **Feb–May 2025:** Clear upward trend in impressions, indicating growing authority in legal SERPs.
- **Content Expansion:** Focused on blog posts and service pages for practice areas like personal injury, family law, and estate planning.
- **Technical SEO:** Resolved major crawl issues, optimized mobile usability, and improved page load times.
- **Schema & Local Markup:** Implemented structured data for legal services to enhance SERP visibility.
- **Keyword Strategy:** Targeted long-tail queries specific to legal scenarios in the client's service region.

Country	↓ Clicks	Impressions
United States	2,133	73,850
Philippines	22	943
Pakistan	17	510
India	13	3,922
Japan	9	1,153
Canada	8	1,440
Singapore	8	402
Nigeria	6	205
Nicaragua	6	71
Bangladesh	5	378

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"By optimizing foundational SEO elements and aligning content with user intent, we helped this law firm secure visibility in a crowded search space. The upward trajectory in impressions and clicks reflects real progress in building organic authority."



NDA Compliance Notice

Please Note: The following SEO case studies are shared under strict confidentiality and **do not include any client-identifying information** such as domain names, business names, or URLs. All data presented has been anonymized in full compliance with active Non-Disclosure Agreements (NDAs).

These examples are intended solely to demonstrate the scope, strategy, and effectiveness of past SEO work, with respect for each client's privacy and proprietary business information.