

# SEO Portfolio

**Your Name**

Updated: MONTH YEAR

# Fashion E-Commerce

The client is a luxury clothing for women ecommerce shopify store. I was approached to help them with their organic growth and conversions from search engines.

- Website type: Ecommerce
- Industry: Luxury Fashion
- CMS: Shopify
- Number of pages: 800+

## Summary of work done

- High level GA audit.
- I performed a technical SEO audit and implemented the fixes on the Shopify CMS. In addition to the standard technical SEO recommendations, the fixes included: implementing schema, fixing canonicalization, duplication and redirects, image optimizations, etc....
- Content audit, and keyword research and content briefs for category pages and top product pages.
- Optimizing existing sales page, and launching black friday page.
- Backlinks campaign from high authority domains (DA 50+)
- Content frameworks for blog posts.

## Summary of results

- Increased organic traffic in the first 3 months by more than 50% from 7.9k clicks to 16.2k clicks (last 3 months vs previous 3 months GSC report)
- Increase average position of all website keywords to 40.3 from 47.5 (last 3 months vs previous 3 months GSC report).



Screenshot from GSC or any SEO tool showing performance

# Financial Affiliate Website

A financial affiliate website needed help with their SEO after getting hit by a manual action in GSC.

- Website Type: Affiliate
- Industry: Finance and Stock Market
- CMS: WordPress
- Number of pages: 1000+

## Summary of work done

- High level GA audit.
- I performed a technical SEO audit and implemented the fixes on the WP CMS. In addition to the standard technical SEO recommendations, the fixes included: improving sidebar, removing unnecessary sitewide links, E-A-T....
- Content audit, resolving duplication and cannibalization issues, updating and creating new content.
- No follow all affiliate links.

## Summary of results

- Overall website average ranking reached 13.9.
- Improvement in overall website traffic by 30%.



Screenshot from GSC or any SEO tool showing performance