



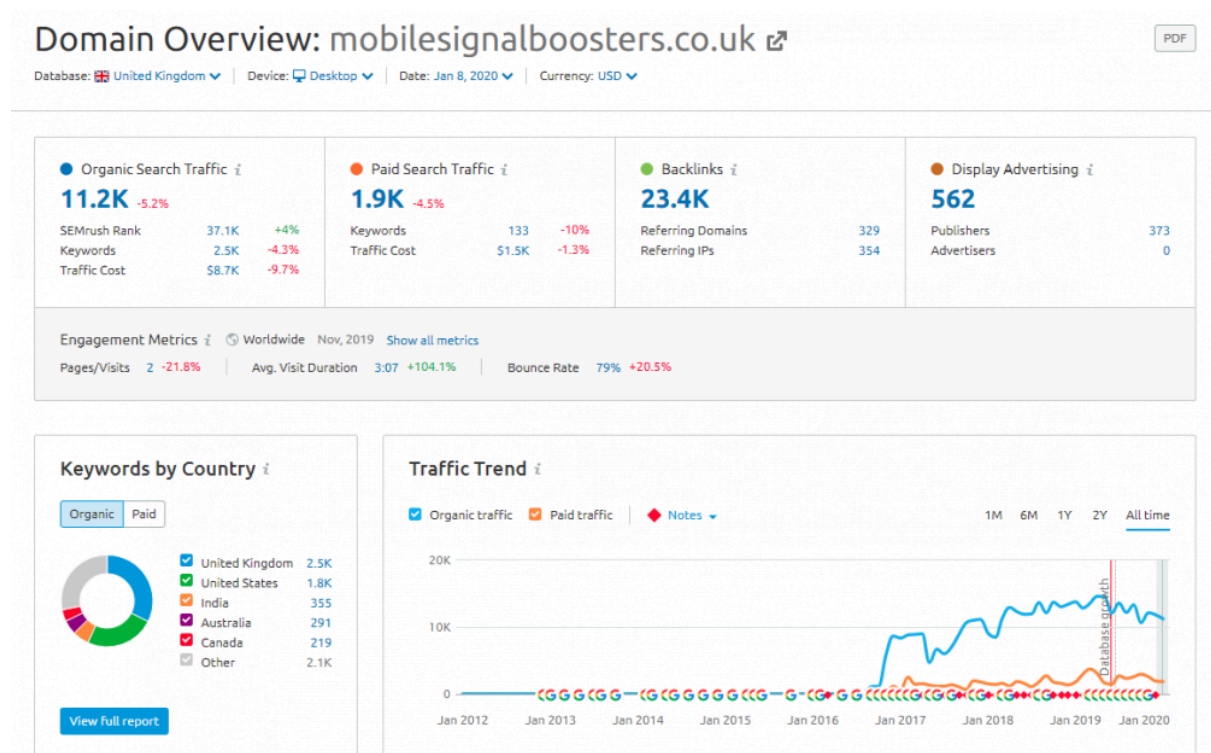
ABUBAKAR SEO PORTFOLIOS

SEO Clients projects

1.

Project goal:

I have analyzed the website and found these 4 fundamental problems: 1- Vague Target Market 2- Weak Value Proposition 3- Poor Traffic Segmentation/Targeting 4- Sub-optimal Conversion Strategies



<https://www.mobilesignalboosters.co.uk/>

Solution

It needed to develop a strategic booting plan for website optimization for search engines. The final goals were: the website's transformation through optimization, and traffic growth that would result in better conversions and more sales. For each of the 4 fundamental problems, a detailed plan of action and campaigns was created. To get the store off the ground it was decided to launch a whole set of ad campaigns: search ads, shopping ads,

and video ads. The overall SEO strategy had two parts: On-Page SEO and Off-Page SEO. Proper keyword research provided us with the hottest keyword we needed to have articles with. Additional searches (social shares, likes, and engagement) helped determine what type of content readers liked. I have launched a conversion optimization campaign for turning MSB website visitors into customers. Final Results: +880% Website Traffic +45% Conversion +30% Average Order Value +450% Return on Investment +3130% Keywords in Top 10 +1353% Organic Traffic

Rankings Overview 1 - 71 (71)											
Buy more keywords + Add keywords Actions Positions Estimated traffic Visibility All for www.mobilesignalboosters.co.uk											
	Keyword	SERP Features	Positions			Estimated Traffic		Visibility		Diff	URL
			12 Dec	10 Jan	Diff	10 Jan	Diff	10 Jan	Diff		
☐	1. tesco mobile signal booster	★	1	1	0	2.06	0	2.060%	0		https://www.mobilesignalboosters.co.uk/tesco-mobile/
☐	2. vodafone signal booster 4g	★	2	1	↑ 1	1.69	↑ 1.11	1.690%	+0.9248%		https://www.mobilesignalboosters.co.uk/vodafone/
☐	3. 3g booster	★	2	1	↑ 1	1.09	↑ 0.72	1.090%	+0.9248%		https://www.mobilesignalboosters.co.uk/signal-booster/
☐	4. 3g signal booster	★	1	1	0	1.69	0	1.690%	0		https://www.mobilesignalboosters.co.uk/signal-booster/
☐	5. 4g mobile booster	★	1	1	0	0.48	0	0.480%	0		https://www.mobilesignalboosters.co.uk/signal-booster/
☐	6. 4g mobile signal booster	★	1	1	0	1.09	0	1.090%	0		https://www.mobilesignalboosters.co.uk/signal-booster/
☐	7. phone signal booster for home	★	1	1	0	0.84	0	0.840%	0		https://www.mobilesignalboosters.co.uk/by-use/home/
☐	8. mobile phone booster for home	★	1	1	0	1.09	0	1.090%	0		https://www.mobilesignalboosters.co.uk/by-use/home/
☐	9. mobile phone signal booster for home	★	1	1	0	2.06	0	2.060%	0		https://www.mobilesignalboosters.co.uk/by-use/home/
☐	10. mobile signal booster for home	★	1	1	0	2.54	0	2.540%	0		https://www.mobilesignalboosters.co.uk/by-use/home/
☐	11. mobile booster uk	★	1	1	0	0.60	0	0.600%	0		https://www.mobilesignalboosters.co.uk/
☐	12. gsm signal booster	★	2	1	↑ 1	1.09	↑ 0.72	1.090%	+0.9248%		https://www.mobilesignalboosters.co.uk/
☐	13. mobile network booster	★	1	1	0	1.69	0	1.690%	0		https://www.mobilesignalboosters.co.uk/

2.

Organic Traffic Growth from 1k to over 15k Per Month



Skills and deliverables

Search Engine Optimization

Moz

Digital Marketing Strategy

Google Ads

Google Analytics

Business with 10-99 Employees

Conversion Rate Optimization

Content Creation

SEMrush

B2C Marketing

Project description

Working with an eCommerce client in the USA, we have successfully taken his traffic from less than 1k visitors per month to over 15k per month. Not only have we got him on page 1 for some massively valuable vital terms, but the traffic we have driven to his site is also of top quality. That means, the traffic converts! At the end of the day SEO is about helping your website make more money, and that is one of the critical metrics we build our strategies around. Rankings and traffic don't pay the bills - conversions do!

Skills and deliverables

Search Engine Optimization

Digital Marketing Strategy

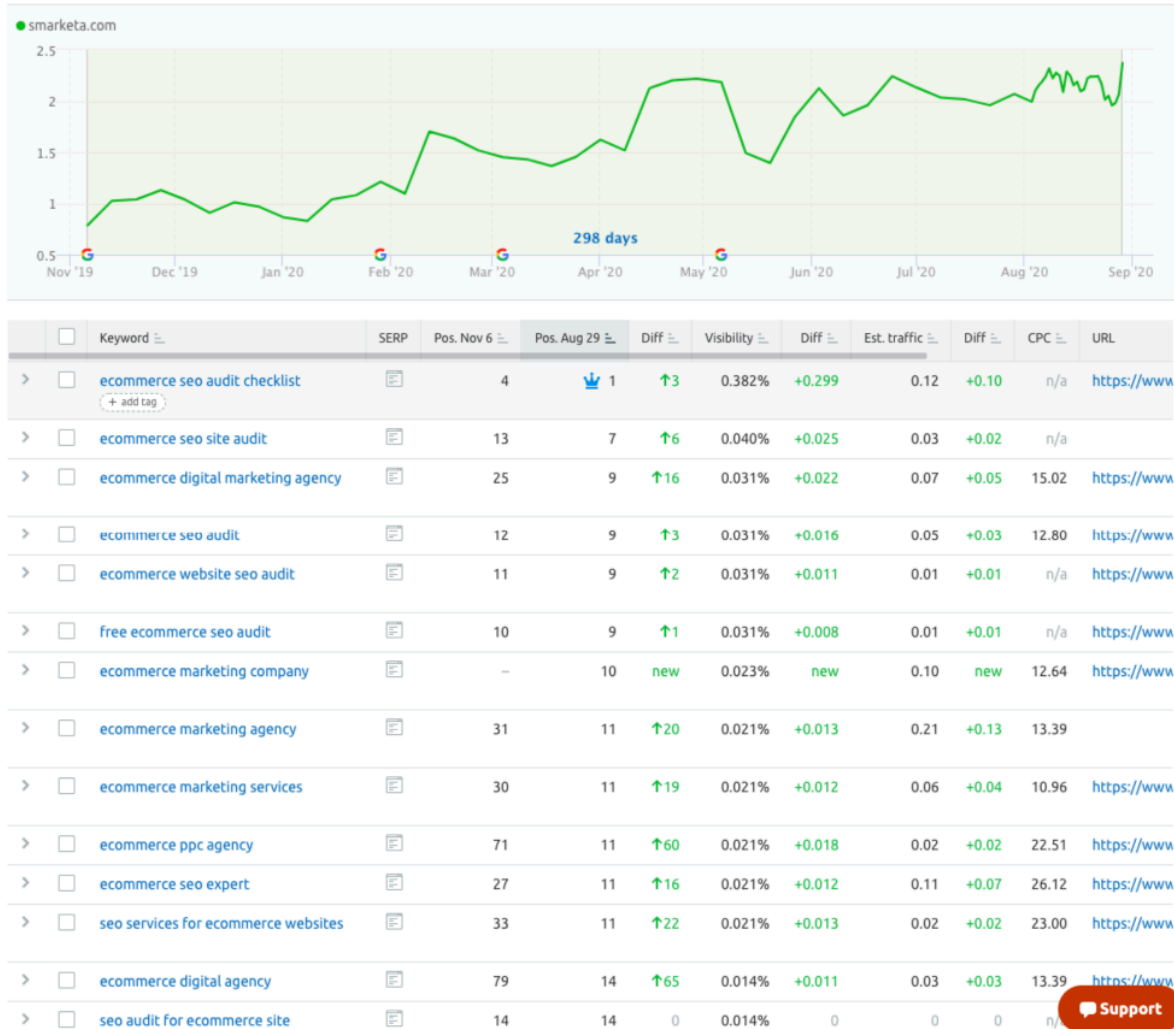
Conversion Rate Optimization

Project description

We focus on 3 things Better Rankings More Traffic Higher Conversions We have taken one of the UK-based clients from earning £2,000 per month through his site to over £30k per month. Organic traffic converts a lot higher than any other traffic, that is why we love SEO!

Traffic growth for a Digital Marketing Agency

Smarketa



Skills and deliverables

Campaign Reporting
 Consumer Goods
 Product Listing Ad
 Display Ad
 Mobile Advertising
 Marketing Analytics
 Google Display Network
 Google Shopping
 Google Tag Manager
 Manufacturing & Construction
 Retargeting
 SEMrush

B2B Marketing
Campaign Optimization
Search Engine Marketing Strategy
Business Services
Google My Business
SaaS
Google Analytics
Construction
Tech & IT
Business with 10-99 Employees
SEO Keyword Research
Education
B2C Marketing
Microsoft Ads
A/B Testing
Finance & Accounting
Media & Entertainment
Automotive
Google Ads
Health & Fitness
Food & Beverage
Competitive Analysis
Fashion & Beauty
Agriculture & Mining
Real Estate
Retail
Hospitality & Tourism
Audience Segmentation & Targeting
Campaign Setup

Project description

Digital marketing is one of the most competitive niches and services nowadays. Many companies are competing to gain the highest position in Google search results. The client reached out to give the website a strong boost to push it forward to be on top of their specific competitor, what I have done is implement a be-spoken and result-driven strategy plan and helped them achieve their targets and goals in less than a year from zero to the max. I implement a very customized strategy for each client, which is based on their targets, goals, niche, and budget. To know more about my strategies, please drop me a message.

4.

eCommerce Organic Traffic Growth - Dibbsto

Dibbsto



	Keyword	Pos. Mar 4	Pos. Jul 29	Diff	Visibility	Diff	Est. traffic	Diff	Vol.	URL
>	3d printer kit uk	—	9	new	0.412%	new	0.07	new	70	https://www.dibbsto
>	buy 3d printer uk	—	13	new	0.192%	new	0.06	new	140	https://www.dibbsto
>	3d printer for sale	—	15	new	0.172%	new	0.36	new	880	https://www.dibbsto
>	cheap 3d printer uk	83	18	↑65	0.155%	+0.131	0.27	+0.23	720	https://www.dibbsto
>	3d printer uk	—	19	new	0.151%	new	1.61	new	4,400	https://www.dibbsto
>	3d printer shop uk	—	19	new	0.151%	new	0.14	new	390	https://www.dibbsto
>	buy 3d printer	—	21	new	0.137%	new	0.19	new	590	https://www.dibbsto
>	cheap 3d printer	—	26	new	0.124%	new	0.56	new	1,900	https://www.dibbsto
>	best budget 3d printer uk	22	28	↓6	0.118%	-0.017	0.07	-0.01	260	https://www.dibbsto
>	buy a 3d printer	—	50	new	0.070%	new	0.10	new	590	https://www.dibbsto
>	3d printer kit	—	56	new	0.062%	new	0.05	new	390	https://www.dibbsto
>	3d printer	—	57	new	0.060%	new	10.85	new	74,000	https://www.dibbsto
>	3d printer price	—	82	new	0.026%	new	0.08	new	1,300	https://www.dibbsto

Skills and deliverables

Campaign Reporting
 PPC Campaign Setup & Management
 Display Ad
 Mobile Advertising
 Marketing Analytics
 Google Shopping
 Competitive Analysis
 Retargeting
 SEMrush
 Campaign Optimization
 Search Engine Marketing Strategy
 Google My Business
 Google Analytics
 Retail
 Tech & IT

Business with 10-99 Employees
SEO Keyword Research
B2C Marketing
Budget Management
A/B Testing
Audience Segmentation & Targeting
Campaign Setup
Google Ads

Project description

The most successful campaigns for an eCommerce store are to establish a firm SEO strategy by optimizing the web store with the most relevant and potential keywords. This is what has been done for this client, for a multi-product web store, it was very crucial to be highly ranked when a consumer is searching for the provided products, to be found on the top results and elevate a significant traffic flow and generate more sales accordingly. I have successfully delivered the client's target and helped them to achieve their business goals. Started with an in-depth audit: Keyword research On-site SEO profile audit Content audit Technical SEO analysis Off-site SEO profile audit and then start fixing of the on-site and technical issues to optimize the website and push it forward with the most relevant keywords. The screenshot is a proven track of record of the results I have provided.

5.

Organic Traffic Growth - Kaoori

Kaoori



	Keyword	Pos. Jun 19	Pos. Oct 1	Diff	Visibility	Diff	Est. traffic	Diff	Vol.	URL
>	chess sets uk	5	2	↑3	2.453%	+1.256	5.41	+2.77	1,300	https://www.kaoori
>	wooden chess sets	6	2	↑4	2.453%	+1.648	7.91	+5.32	1,900	https://www.kaoori
>	chess boards	60	3	↑57	1.864%	+1.784	57.31	+54.84	18,100	https://www.kaoori
>	chess sets	7	3	↑4	1.864%	+1.119	38.31	+22.99	12,100	https://www.kaoori
>	themed chess sets	—	3	new	1.864%	new	1.01	new	320	https://www.kaoori
>	wooden chess boards	13	4	↑9	1.550%	+1.276	1.89	+1.56	720	https://www.kaoori
>	luxury chess sets	15	6	↑9	0.804%	+0.559	0.80	+0.56	590	https://www.kaoori
>	magnetic chess sets	14	6	↑8	0.804%	+0.549	0.43	+0.30	320	https://www.kaoori
>	travel chess sets	22	6	↑16	0.804%	+0.612	0.98	+0.75	720	https://www.kaoori
>	antique chess sets	29	10	↑19	0.432%	+0.267	0.35	+0.22	480	https://www.kaoori
>	staunton chess sets	★ 19	10	↑9	0.432%	+0.216	0.35	+0.18	480	https://www.kaoori
>	chess clocks	25	11	↑14	0.392%	+0.212	0.58	+0.32	880	https://www.kaoori
>	chess pieces	—	17	new	0.228%	new	3.82	new	9,900	https://www.kaoori

Skills and deliverables

PPC Campaign Setup & Management

Campaign Reporting

Text Ad

Display Ad

Mobile Advertising

Marketing Analytics

Google Display Network

Google Shopping

Google Tag Manager

Competitive Analysis

Retargeting

SEMrush

B2B Marketing

Campaign Optimization

Search Engine Marketing Strategy

Google My Business
SaaS
Google Analytics
Retail
Tech & IT
Business with 10-99 Employees
SEO Keyword Research
Education
B2C Marketing
Budget Management
Microsoft Ads
A/B Testing
Audience Segmentation & Targeting
Campaign Setup
Google Ads

Project description

Kaoori Chess Company is a renowned chess shop that provides ample opportunity for chess players. for a new website with the most specific niche, the client reached out to optimize the website and conduct a detailed audit to fix all the possible problems and issues that may prevent the website from ranking. What I have done is: 1) Run an in-depth audit 2) Conduct a technical audit 3) KW research to determine the most potential and relevant keywords 4) Competitor analysis and then optimizing the website with the list of keywords chosen, fixing the issues spotted out from the audits and implement a be-spoken SEO strategy which brought the above results as you can observe in the screenshots. For delivering outstanding results, you need to be so professional enough to understand client's needs and establish your strategy based on their targets and requirements. What I have done for my previous and current clients, I will do for you to make sure you will get the results you have desired and will be satisfied by investing in SEO.

6.

Significant Organic Growth - SmartCDKeys

Smartcdkeys

Dashboard > Domain Overview

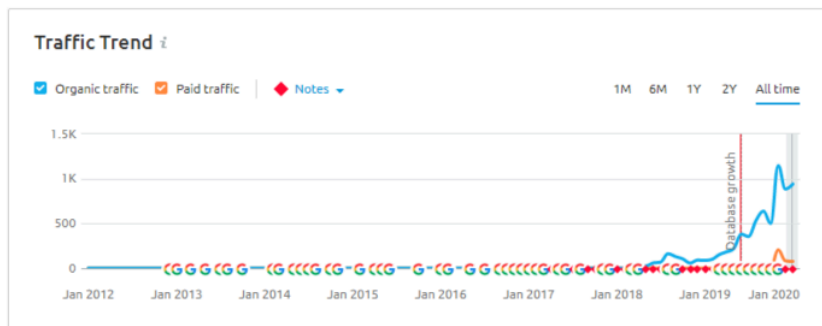
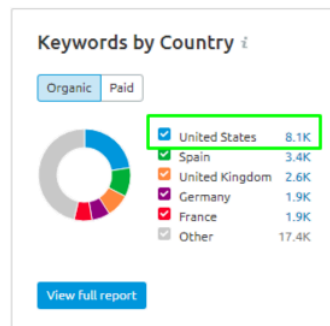
[User manual](#) [Send feedback](#)

Domain Overview: smartcdkeys.com

PDF

Database: [United States](#) | Device: [Desktop](#) | Date: [Jan 8, 2020](#) | Currency: USD

Organic Search Traffic ↑ 942 +6.2% SEMrush Rank 902.6K -3.9% Keywords 8.1K +6% Traffic Cost \$614 +2.3%	Paid Search Traffic ↑ 76 -7.6% Keywords 2 -66.7% Traffic Cost \$61 -6.3%	Backlinks ↑ 10K Referring Domains 504 Referring IPs 567	Display Advertising ↑ 10 Publishers 7 Advertisers 0
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Skills and deliverables

Campaign Reporting

Mobile Advertising

Marketing Analytics

Google Tag Manager

Competitive Analysis

SEMrush

Search Engine Marketing Strategy

Google My Business

Google Analytics

Construction

Tech & IT

Business with 10-99 Employees

SEO Keyword Research
Education
B2C Marketing
Budget Management
Microsoft Ads
A/B Testing
Audience Segmentation & Targeting
Media & Entertainment
Campaign Setup

Project description

Smart CD keys are providing video game CD Keys, prepaid cards, Steam keys and etc for the most trending video games. Video games became very trendy and if you are entering this niche for providing such a services, you need to know there are many competitors out there. What they needed was a strong SEO strategy and campaigns, to boost their website to the first page in search results by the most potential and relevant keywords. I have implemented a customised strategy which brought them a satisfactory results upon then investment. As you can see from the screen shots, keywords are in the most top positions, organic traffic flow is significantly grown and client is achieving the goals they have set for this niche business. My strategies for each client is different, it is customise-able based on each client's requirement, niche, budget and of course the targets. If you also want to achieve your targets and further your business goals, check my portfolios, the video in my profile bio and drop me a message for further information

Skills and deliverables

PPC Campaign Setup & Management
Campaign Reporting
Display Ad
Mobile Advertising
Marketing Analytics
Google Display Network
Google Shopping
Google Tag Manager
Competitive Analysis
Retargeting
SEMrush
Campaign Optimization
Search Engine Marketing Strategy
Google My Business
Google Analytics
Retail
Business with 10-99 Employees
SEO Keyword Research
B2C Marketing
Microsoft Ads
A/B Testing
Audience Segmentation & Targeting
Wholesale
Campaign Setup
Google Ads

Project description

The project is for my client autocovers.co.uk, they wanted their website to be fully optimised to boost the rankings. With my be-spoken and result driven SEO strategy I have done website in-depth audit, detailed keyword research and optimised the website with the most relevant and potential keywords and successfully increased their rankings in 90 days as you can see from the attached screen shot. If you would like to know more about my strategies, please drop me a message and lets discuss the opportunities regarding boosting your website and elevating your organic traffic flow.

7.

Auto covers

Autocovers



	Keyword	Pos. Dec 4	Pos. Oct 1	Diff	Visibility	Diff	Est. traffic	Diff	Vol.	URL
>	van covers	4	1	↑3	4.348%	+3.404	3.88	+3.04	320	https://autocovers.co.uk
>	protective car cover	43	5	↑38	0.729%	+0.659	0.52	+0.47	260	https://autocovers.co.uk
>	car covers uk	20	5	↑15	0.729%	+0.603	2.64	+2.19	1,300	https://autocovers.co.uk
>	covers for cars	35	5	↑30	0.729%	+0.643	24.60	+21.70	12,100	https://autocovers.co.uk
>	car protection cover	5	5	0	0.729%	0	0.52	0	260	https://autocovers.co.uk
>	snow car cover	—	6	new	0.490%	new	0.43	new	320	https://autocovers.co.uk
>	mx5 car cover	—	7	new	0.454%	new	0.26	new	210	https://autocovers.co.uk
>	car cover for snow	—	7	new	0.454%	new	0.40	new	320	https://autocovers.co.uk
>	frost car covers	—	8	new	0.418%	new	0.68	new	590	https://autocovers.co.uk
>	car winter cover	—	8	new	0.418%	new	0.56	new	480	https://autocovers.co.uk
>	frost car cover	—	8	new	0.418%	new	0.68	new	590	https://autocovers.co.uk
>	car frost cover	—	8	new	0.418%	new	0.68	new	590	https://autocovers.co.uk
>	winter car covers	—	9	new	0.358%	new	0.47	new	480	https://autocovers.co.uk
>	car covers	38	9	↑29	0.358%	+0.280	12.10	+9.44	12,100	https://autocovers.co.uk

Skills and deliverables

PPC Campaign Setup & Management
Campaign Reporting
Display Ad
Mobile Advertising
Marketing Analytics
Google Display Network
Google Shopping
Google Tag Manager
Competitive Analysis
Retargeting
SEMrush
Campaign Optimization
Search Engine Marketing Strategy
Google My Business
Google Analytics
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Microsoft Ads
A/B Testing
Audience Segmentation & Targeting
Wholesale
Campaign Setup
Google Ads

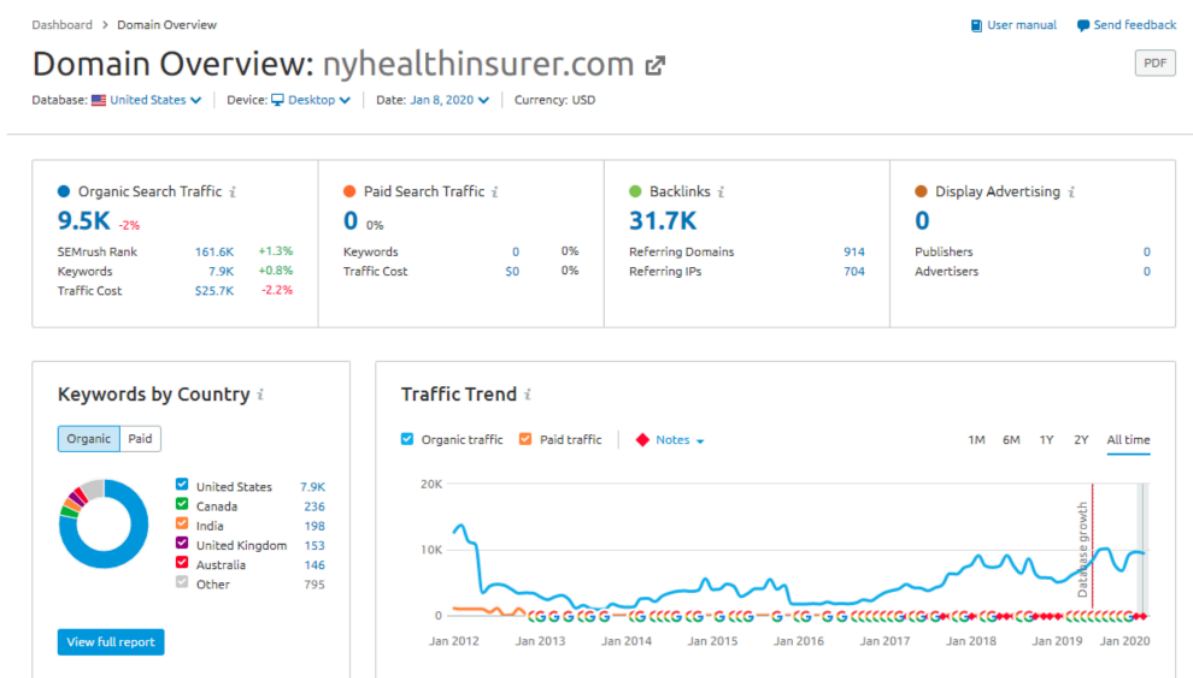
Project description

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8.

NY Health Insurer

NYhealthinsurer



Skills and deliverables

Campaign Reporting

Consumer Goods

PPC Campaign Setup & Management

Video Advertising

Display Ad

Mobile Advertising

Video Advertising

Text Ad

Marketing Analytics

Google Display Network

Google Shopping

Google Tag Manager

Energy & Utilities

Manufacturing & Construction

Retargeting

SEMrush
Business with 100-999 Employees
B2B Marketing
Campaign Optimization
Search Engine Marketing Strategy
Business Services
Google My Business
SaaS
Google Analytics
Construction
Tech & IT
Supply Chain & Logistics
Business with 1000+ Employees
Business with 10-99 Employees
SEO Keyword Research
Education
Nonprofit Organization
B2C Marketing
Budget Management
Microsoft Ads
A/B Testing
Finance & Accounting
Media & Entertainment
Automotive
Wholesale
Google Ads
Health & Fitness
Food & Beverage
Legal
Business with 1-9 Employees
Competitive Analysis
Fashion & Beauty
Agriculture & Mining
Real Estate
Retail
Transportation & Warehousing
Hospitality & Tourism
Audience Segmentation & Targeting
Campaign Setup

Project description

New York based Health insurance provider, was seeking for boosting its website high on Google searched and elevate the visibility of their business and services across Online world. As it is one of the most competitive niches, so, a strong SEO strategy need to be implemented. I have taken the project, audited the website and competitors, done a detailed keyword research, and the started to fix the issues that was preventing the website from crawling and rankings, optimised the website with a 100% white hat strategy and helped them to achieve their targets and elevate their business goals as you may see in the above screen shots. Each and every client has their own requirements and goals and of course

budget, these factors are the ones which will define the outcome, my client decided to invest budgets and received an outstanding results in return. Please check the attached PDF file. My strategies are vary and customise-able, if you would like to know more in details and would like to get the quotes, please drop me a message. What I have done for my previous clients, I will definitely do for you and help you achieve your targets and business goals.

9.

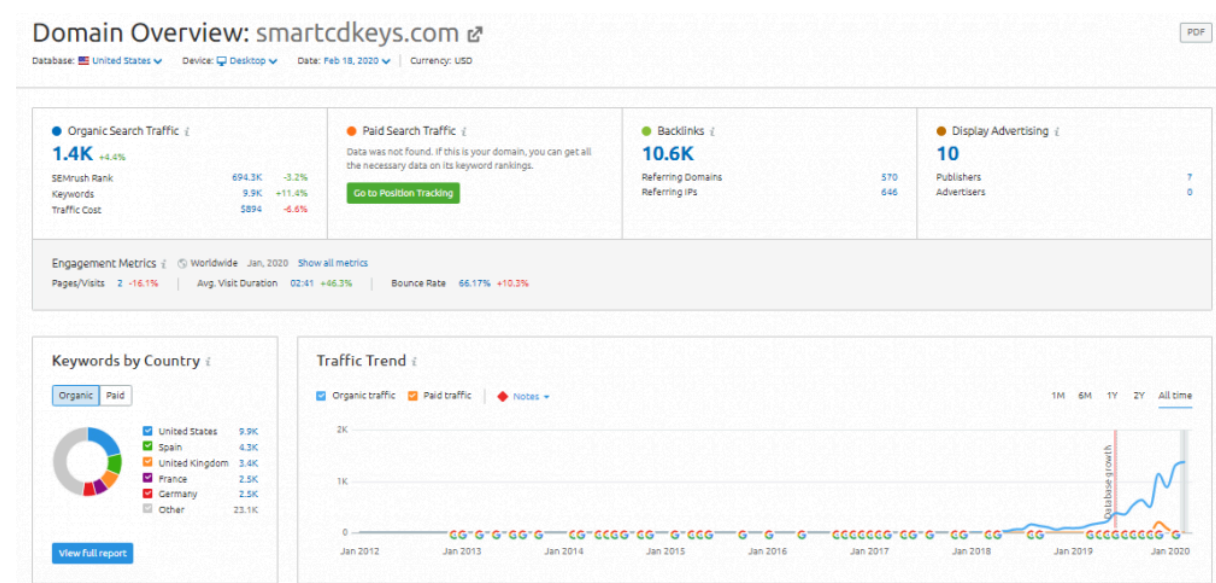
Smartcdkeys

Role

SEO Expert and team lead

Project goal

For Smartcdkeys the main SEO outcome that matters is that it helps achieve their business objectives. Particularly, generate more conversions from organic traffic. Smartcdkeys started working with us for our eCommerce expertise, data-driven approach and personable customer service.



Skills and deliverables

Marketing Audit
Conversion Rate Optimization
SEO Backlinking
SEO Strategy
SEO Setup & Configuration
Competitive Analysis
On-Page SEO
SEO Performance
SEO Keyword Research

Business with 10-99 Employees

Content SEO

Off-Page SEO

Technical SEO

Solution

Our audit and SEO strategy introduction was easy to follow, logical and practical – everything Smartcdkeys wanted. From implementation to the first three months of working together, we've achieved a fully optimised SEO profile for Smartcdkeys and ongoing progress in rankings and organic traffic flow. The data-driven SEO strategy targeted specific and purposeful keywords to create more potential for Smartcdkeys to get more conversions from its U.S. audience. During one-year SEO campaign implementation we achieved:

+836% Keywords on Top +95.30% Users +91.40% Sessions +58.70% Conversions

+63.60% Assisted Conversions

