

SEO Case Studies | Ali Hamza



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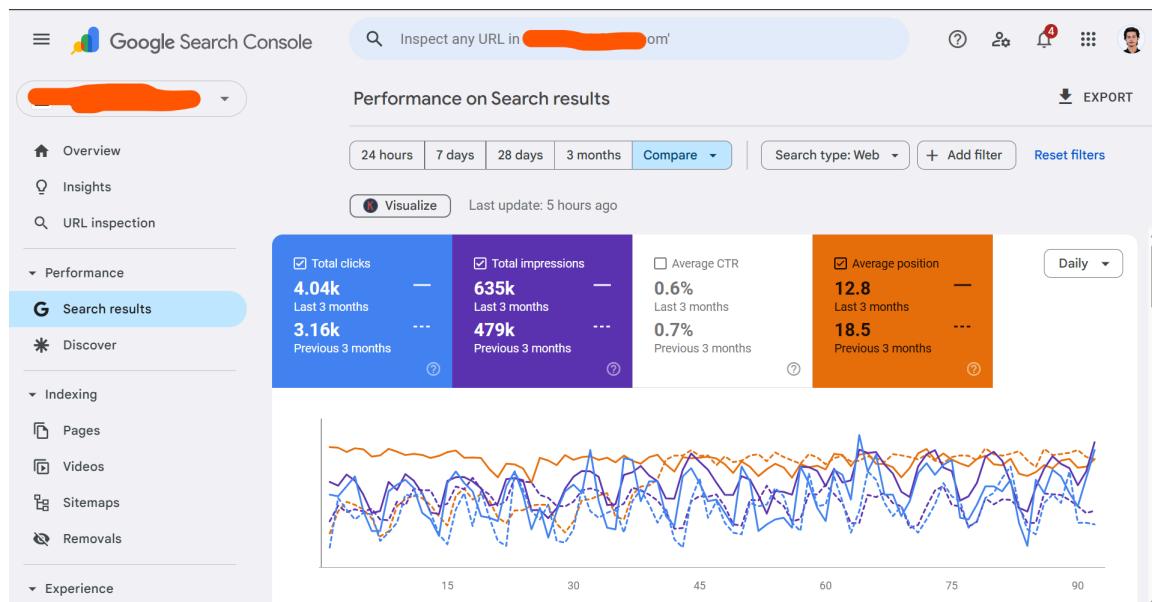
SEO & GEO Specialist

1- Speeding Ticket KC | USA Law Firm

Client Type: U.S.-Based Traffic & Speeding Ticket Law Firm

Role: SEO & GEO Specialist

Timeframe: Last 3 Months vs Previous 3 Months (Google Search Console)



Over a three-month period, **speedingticketkc.com**, a U.S.-based traffic and speeding ticket law firm, achieved **significant organic growth** through a focused SEO and GEO optimization strategy.

By addressing technical SEO gaps, improving on-page relevance, and enhancing location-based and AI search visibility, the website experienced a

- **27.8% increase in organic clicks** (from **3.16K** to **4.04K**) and a
- **32.6% increase in search impressions** (from **479K** to **635K**). At the same time, the
- site's **average ranking position improved from 18.5 to 12.8**,

indicating a strong shift toward page-one visibility for competitive legal queries.

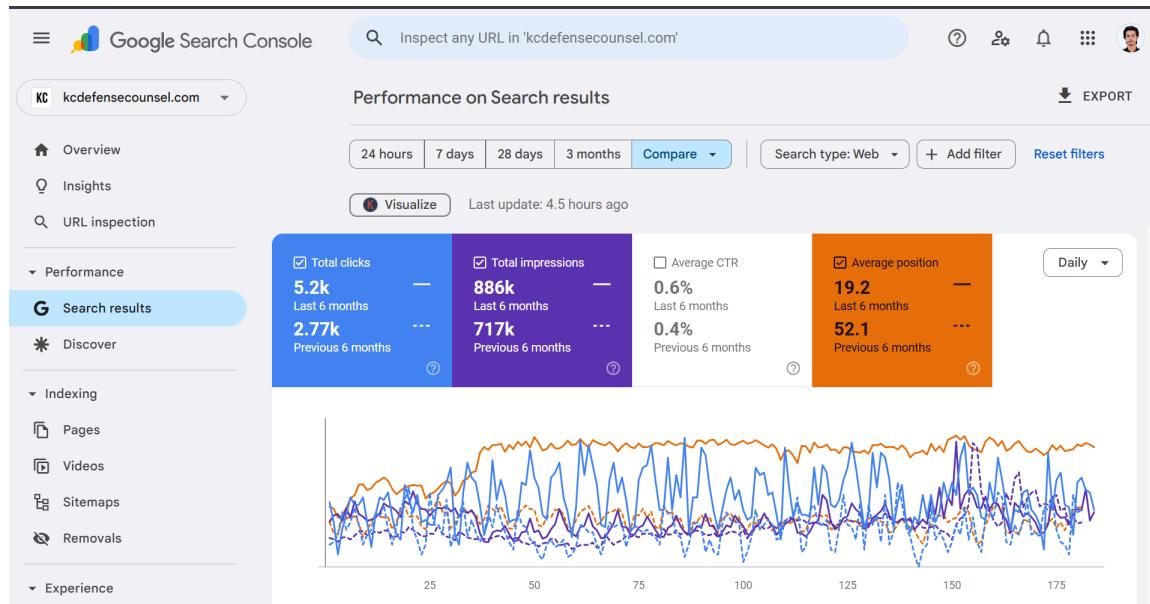
Rather than chasing low-quality traffic, the strategy prioritized **ranking improvements for high-impression keywords**, resulting in more qualified search exposure and sustainable growth. The increase in visibility also expanded the site's presence across **AI-driven and GEO-based search results**, positioning it for continued performance gains in both traditional and emerging search environments.

2- KC Defense Counsel | USA Law Firm

Client Type: U.S.-Based Traffic & Speeding Ticket Law Firm

Role: SEO & GEO Specialist

Timeframe: Last 6 Months vs Previous 6 Months (Google Search Console)



Over a six-month period, **kcdefensecounsel.com**, a U.S.-based criminal defense law firm, achieved substantial improvements in organic search performance through a focused SEO and GEO optimization approach. The strategy emphasized ranking recovery, technical stability, and visibility expansion across competitive legal queries, resulting in meaningful traffic growth without reliance on paid acquisition.

Key Outcomes

- **Organic Clicks:** Increased from **2.77K** to **5.2K**, delivering an **87% growth** in qualified organic traffic.
- **Search Impressions:** Grew from **717K** to **886K**, representing a **23.5% increase** in overall search visibility.
- **Average Position:** Improved significantly from **52.1** to **19.2**, moving the site from deep, low-visibility rankings into consistent page-two and page-one proximity.
- **Click-Through Rate (CTR):** Increased from **0.4%** to **0.6%**, reflecting stronger relevance and improved alignment with search intent.

These results indicate a successful shift from low-ranking, underperforming visibility to a more competitive and conversion-ready search presence. By prioritizing ranking improvements for high-impression queries and strengthening GEO and AI-search eligibility, the site is now

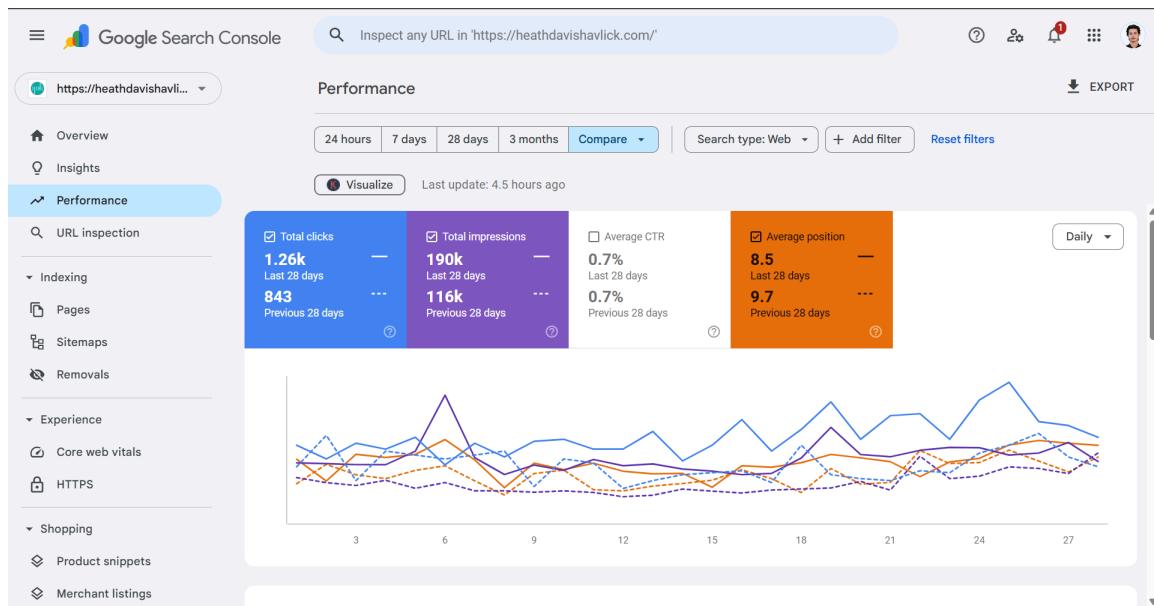
positioned for continued organic growth and further top-10 keyword expansion in a highly competitive legal market.

3- heathdavishavlick.com | USA

Client Type: U.S.-Based

Role: SEO & GEO Specialist

Timeframe: Last 28 days vs Previous 28 Months (Google Search Console)



Google Search Console → Performance (Compare mode) report for heathdavishavlick.com, comparing the last 28 days vs previous 28 days.

SEO Performance Results – heathdavishavlick.com

As part of a structured SEO and GEO (Geographic Optimization) strategy, the website achieved strong organic growth over a 28-day comparison period as measured in Google Search Console. The optimization approach focused on improving search visibility, aligning content with user intent, strengthening keyword relevance, and enhancing overall search performance through technical and on-page improvements. The results reflect consistent and sustainable growth driven by improved rankings and expanded search exposure rather than short-term traffic fluctuations.

Key Performance Results:

- Total organic clicks increased from **843** to **1.26K**, achieving approximately **49% growth** in organic traffic.

- Total impressions increased from **116K to 190K**, representing a **63% increase in search visibility**.
- Average ranking position improved from **9.7 to 8.5**, moving multiple target keywords closer to higher positions on page one of Google.
- Organic growth was supported by increased keyword coverage, improved indexing, and stronger topical authority within search results.
- Stable click-through rate indicates growth was primarily driven by ranking improvements and increased visibility.

These results demonstrate the effectiveness of a data-driven SEO and GEO strategy focused on long-term organic growth. Through continuous optimization, content alignment, and performance monitoring, the website achieved measurable improvements in visibility, rankings, and traffic, reinforcing sustainable search performance and stronger positioning within its target market.

3- properperformanceroofing.com |

SEO Performance Results – properperformanceroofing.com

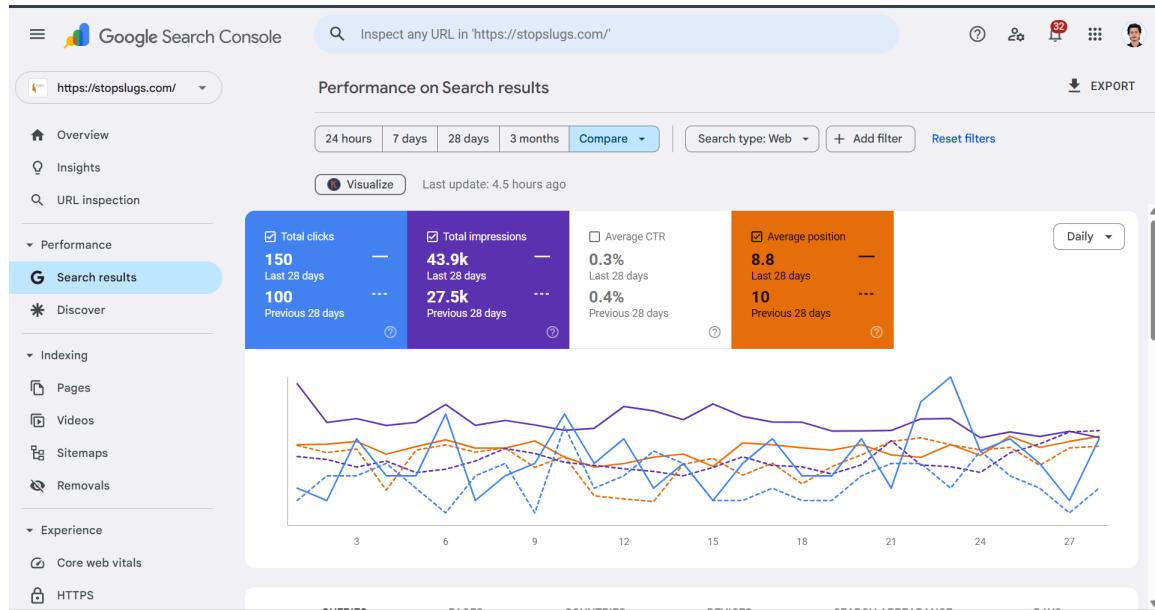
As part of a targeted SEO and GEO (Geographic Optimization) strategy, the website achieved measurable improvements in organic search performance over a three-month comparison period, as recorded in Google Search Console. The optimization process focused on improving local search visibility, strengthening keyword relevance, enhancing technical SEO foundations, and aligning content with high-intent search queries. The results demonstrate consistent progress in rankings and organic reach, establishing a stronger presence within competitive local search results.

Key Performance Results:

- Total organic clicks increased from **127 to 162**, reflecting improved organic traffic acquisition.
- Average ranking position improved significantly from **41.7 to 22.7**, indicating strong upward movement across target keywords and improved search visibility.
- Improved rankings enabled the website to move from deeper search result pages toward more competitive positions closer to page one.
- Organic performance gains were driven by enhanced keyword targeting, improved indexing, and stronger local relevance signals.
- Stable click-through rate indicates that growth was primarily supported by ranking improvements and increased search exposure.

These results highlight the effectiveness of a structured SEO and GEO strategy focused on long-term growth rather than short-term gains. Through ongoing optimization, content refinement, and performance monitoring, the website achieved meaningful improvements in keyword positioning and organic visibility, creating a stronger foundation for continued traffic growth and lead generation from organic search.

4- stopslugs.com |



SEO Performance Results – stopslugs.com

As part of an ongoing SEO and GEO (Geographic Optimization) strategy, the website achieved measurable improvements in organic search performance over a 28-day comparison period, as recorded in Google Search Console. The optimization strategy focused on improving search visibility, strengthening keyword relevance, enhancing on-page structure, and aligning content with user search intent. The results reflect consistent organic growth supported by improved rankings and expanded search exposure across relevant queries.

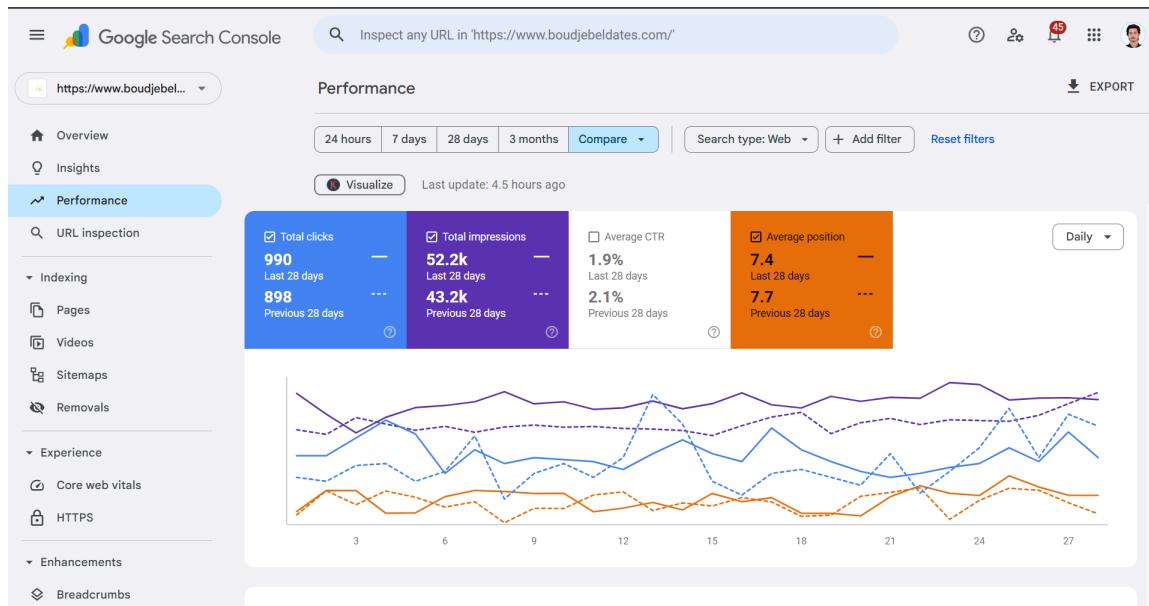
Key Performance Results:

- Total organic clicks increased from **100** to **150**, representing a **50% increase** in organic traffic.
- Total impressions increased from **27.5K** to **43.9K**, reflecting a **59% improvement** in search visibility.
- Average ranking position improved from **10** to **8.8**, moving target keywords higher on page one of Google search results.

- Increased impressions and ranking improvements indicate stronger keyword coverage and improved indexing performance.
- Organic growth was driven by improved search positioning and enhanced visibility across relevant search terms.

These results demonstrate the effectiveness of a structured SEO and GEO approach focused on long-term organic growth and sustainable ranking improvements. Through continuous optimization, content alignment, and performance monitoring, the website strengthened its search presence and established a stronger foundation for continued traffic growth and organic acquisition.

5- boudjebeldates.com |



SEO Performance Results – boudjebeldates.com

I implemented a focused SEO and GEO (Geographic Optimization) strategy aimed at improving organic visibility, strengthening keyword positioning, and aligning content with search intent. Over a 28-day comparison period in Google Search Console, the website showed consistent improvements in rankings, impressions, and overall organic performance. The growth reflects a structured optimization process that prioritized technical improvements, content relevance, and stronger search positioning within competitive queries.

Key Performance Results:

- Increased total organic clicks from **898 to 990**, demonstrating steady growth in organic traffic.
- Improved total impressions from **43.2K to 52.2K**, indicating expanded search visibility and keyword reach.
- Improved average ranking position from **7.7 to 7.4**, strengthening page-one rankings across target keywords.
- Expanded keyword coverage and improved indexing contributed to higher search exposure.
- Organic growth was driven by ranking improvements and better alignment with user search intent.

These results demonstrate my approach to SEO and GEO optimization, focused on sustainable growth rather than short-term gains. Through ongoing analysis, optimization, and performance monitoring, I was able to improve the website's visibility and strengthen its organic search presence, creating a solid foundation for continued traffic and ranking growth.

