

SEO Case Studies | Ali Hamza



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SEO & GEO Specialist

I help businesses grow organic traffic through data-driven SEO and Generative Engine Optimization (GEO) — the emerging practice of optimizing for AI-powered search results like Google SGE, Bing Copilot, and ChatGPT.

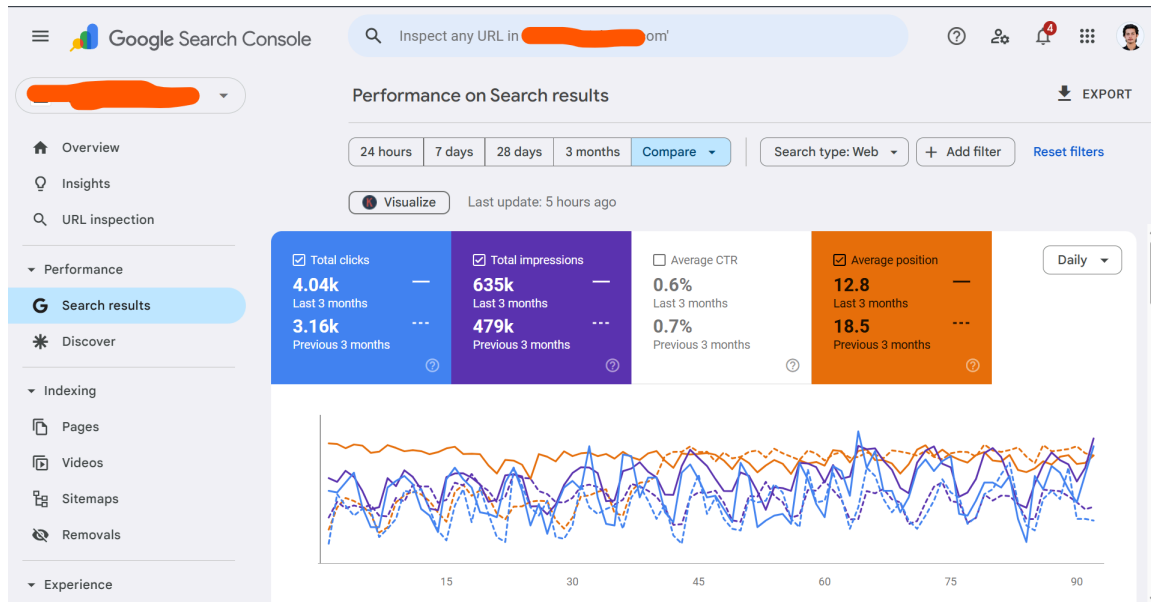
With hands-on experience across legal, home services, and e-commerce niches, I focus on sustainable ranking improvements, technical SEO fixes, and content strategies that drive qualified traffic — not just vanity metrics.

1- Speeding Ticket KC | USA Law Firm

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

Role: SEO & GEO Specialist

Timeframe: 3-Month Comparison (Google Search Console)



Overview

speedingticketkc.com was struggling with inconsistent rankings and limited visibility for high-competition legal queries in the Kansas City market. I conducted a full technical SEO audit, resolved crawlability issues, optimized on-page content for local intent, and implemented a GEO strategy to improve the site's eligibility for AI-driven search features.

Key Results:

- Organic clicks grew from **3,160 to 4,040** — a **27.8% increase**
- Search impressions rose from **479K to 635K** — a **32.6% increase**
- Average ranking position improved from **18.5 to 12.8**, pushing multiple queries toward page one

What Drove the Growth

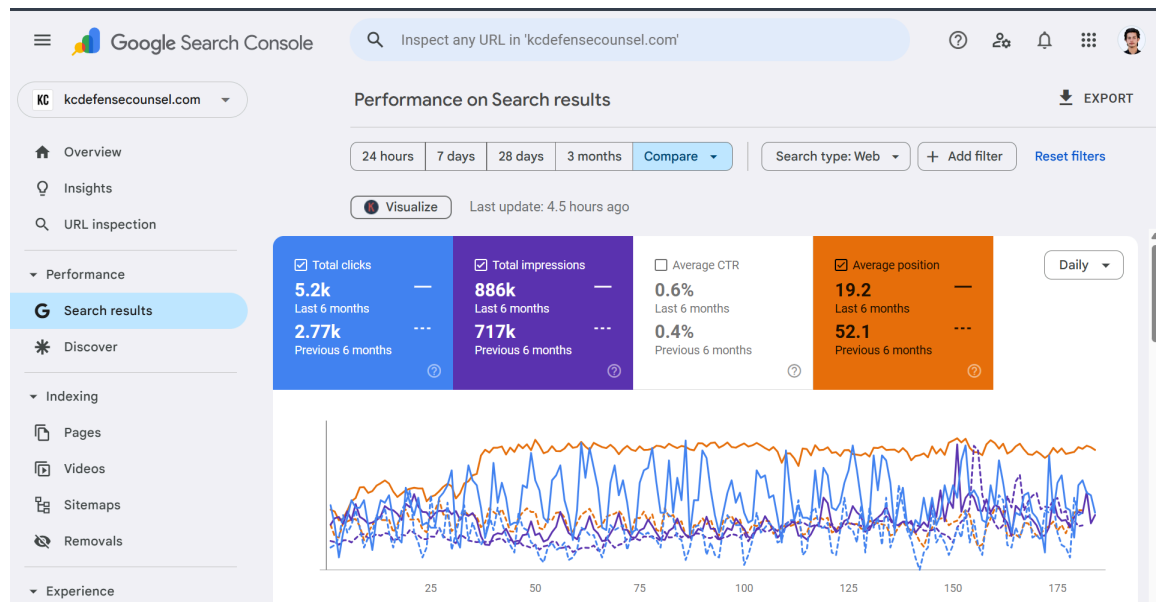
Rather than targeting easy, low-competition keywords, the strategy focused on improving rankings for existing high-impression queries. Technical fixes, improved title tag relevance, and location-specific content optimizations were the primary growth drivers. GEO enhancements further positioned the site to appear in AI-generated answer results.

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)



kcdensecounsel.com had experienced a significant ranking drop, leaving it buried in positions 40–60 for its most important queries. My approach focused on ranking recovery through technical stabilization, content restructuring, and GEO optimization to improve visibility in both traditional and AI-assisted search.

Key Results:

- Organic clicks grew from **2,770 to 5,200** — an **87% increase**
- Search impressions rose from **717K to 886K** — a **23.5% increase**
- Average position improved dramatically from **52.1 to 19.2**, moving from near-invisible to page-two and upper page-one territory
- Click-through rate increased from **0.4% to 0.6%**, reflecting improved title and meta relevance

What Drove the Growth

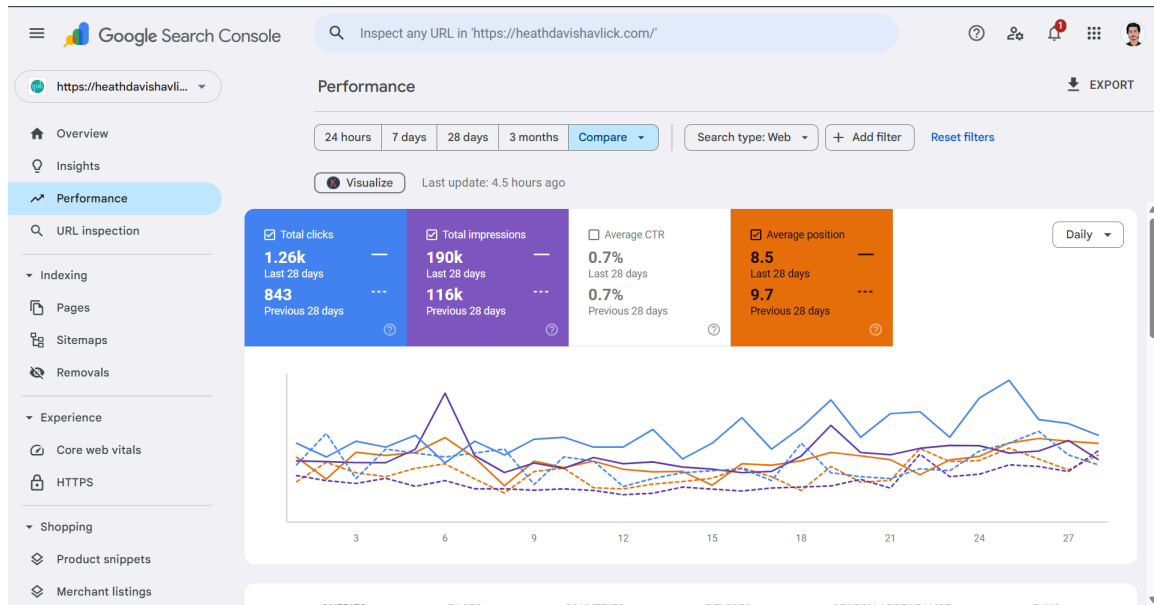
The recovery was built on resolving technical issues suppressing crawlability, rebuilding internal linking structure, and aligning content with the actual search intent behind high-value criminal defense queries. GEO optimization further expanded the site's presence in AI-assisted and local search results.

3- heathdavishavlick.com | USA

Client Type: U.S.-Based

Role: SEO & GEO Specialist

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



heathdavishavlick.com needed stronger on-page optimization and improved alignment between content and searcher intent. I implemented targeted on-page improvements, expanded keyword coverage, and enhanced the site's technical foundation to support faster ranking gains.

Key Results:

- Organic clicks grew from **843 to 1,260** — approximately **49% growth**
- Total impressions rose from **116K to 190K** — a **63% increase**
- Average position improved from **9.7 to 8.5**, moving target keywords higher within page one
- Stable CTR indicates growth was driven by genuine ranking improvements, not algorithm fluctuations

What Drove the Growth

Improvements in content depth, topical authority, and indexing efficiency contributed to faster visibility gains. The focus remained on ranking for queries with real conversion potential, rather than inflating impression counts with irrelevant keyword additions.

4. Pro Performance Roofing | U.S. Roofing Contractor

properformancerroofing.com was ranking in positions 40+ for most of its target keywords, making it effectively invisible in local search. The strategy focused on building local relevance signals, strengthening technical SEO, and improving content targeting for high-intent roofing queries in the service area.

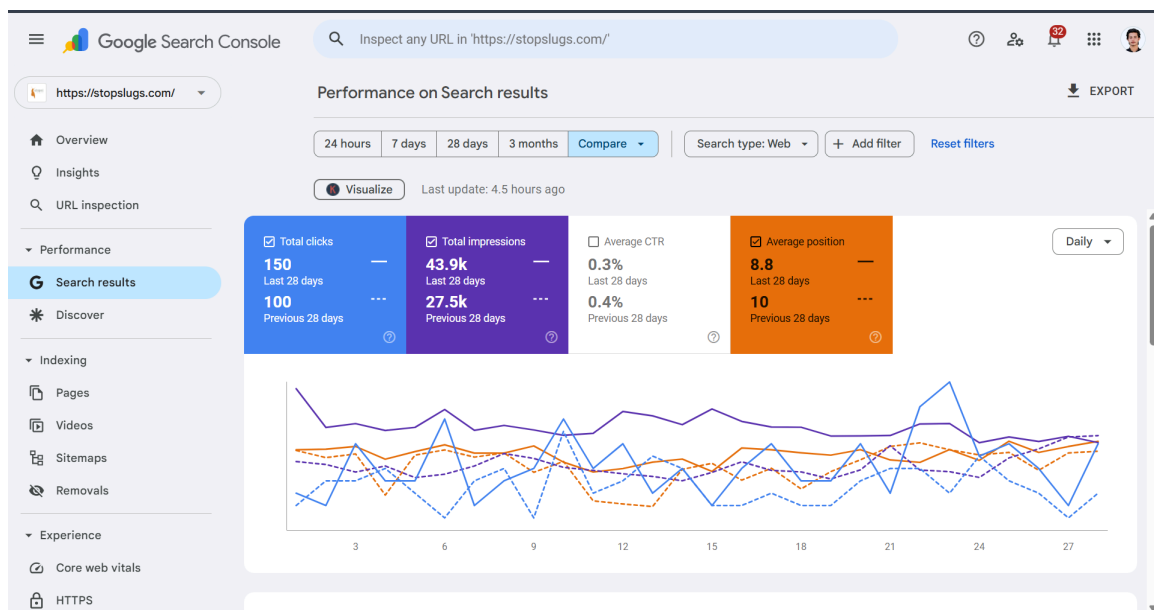
Key Results:

- Organic clicks grew from 127 to 162
- Average ranking position improved significantly from 41.7 to 22.7 — nearly halving the average ranking gap
- Upward keyword movement indicates the site is now competing in a much more visible range, approaching page-one proximity

What Drove the Growth

Local SEO improvements including NAP consistency, Google Business Profile optimization support, geo-targeted landing page enhancements, and technical fixes to internal linking structure all contributed to the ranking improvements within this competitive local market.

5. Stop Slugs | Pest Control / Home & Garden



SEO Performance Results – stopslugs.com

stopslugs.com needed improved visibility for product-related and informational queries. The strategy prioritized on-page content improvements, structured data enhancements, and stronger alignment with how users search for slug control solutions.

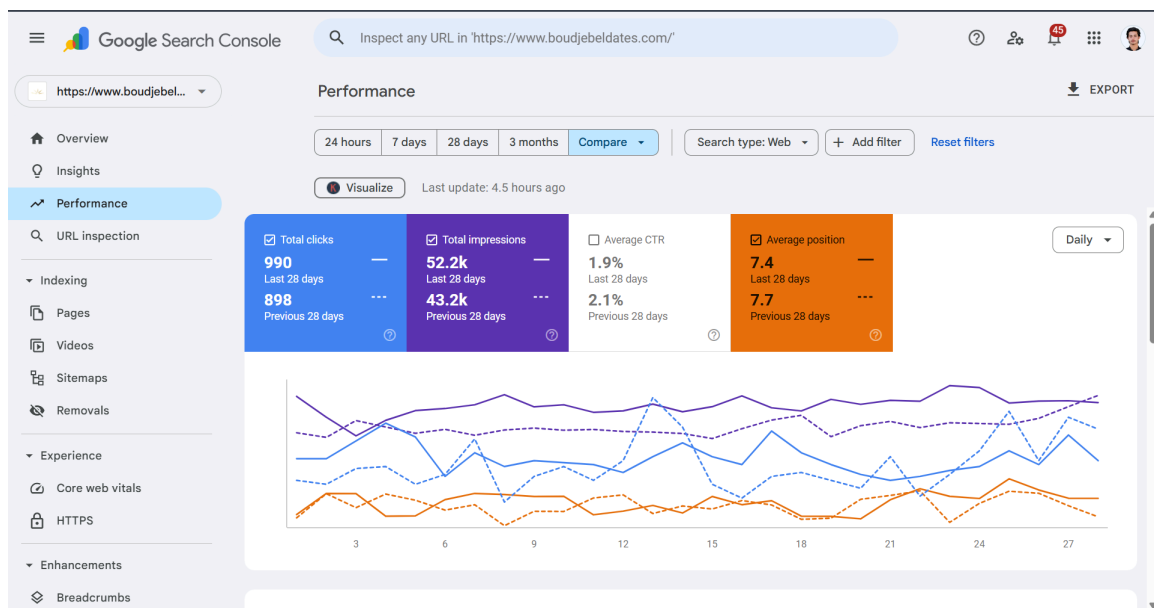
Key Results:

- Organic clicks grew from **100 to 150** — a **50% increase**
- Total impressions rose from **27.5K to 43.9K** — a **59% improvement**
- Average position improved from **10.0 to 8.8**, moving key terms higher within page one

What Drove the Growth

Keyword targeting refinements, improved content structure, and enhanced on-page relevance signals helped the site capture a larger share of available search traffic within its niche.

6. Boudjebel Dates | E-Commerce / Food & Agriculture



SEO Performance Results – boudjebeldates.com

boudjebeldates.com needed to strengthen its page-one presence and expand keyword coverage to capture more organic traffic in a niche but growing product category. I focused on technical improvements, content alignment, and GEO-readiness to improve both traditional and AI search visibility.

Key Results:

- Organic clicks grew from **898 to 990**, reflecting steady traffic growth
- Total impressions rose from **43.2K to 52.2K** — a **21% increase**
- Average position improved from **7.7 to 7.4**, consolidating stronger page-one rankings

What Drove the Growth

Incremental improvements in content relevance, keyword targeting, and indexing consistency contributed to measurable gains. With page-one rankings already established, the focus shifted to deepening topical authority and expanding the keyword footprint to capture adjacent queries.

Let's Work Together

If you're looking to grow organic traffic, recover lost rankings, or position your website for visibility in AI-driven search results, I'd love to help.

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I specialize in SEO and GEO optimization for law firms, local businesses, and e-commerce brands — with a focus on results that last.

