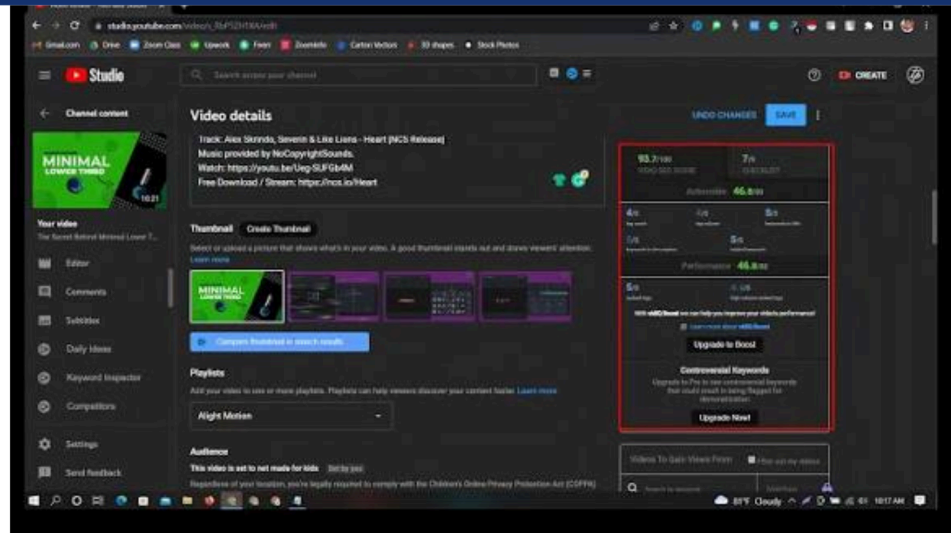


YouTube SEO & Promotion

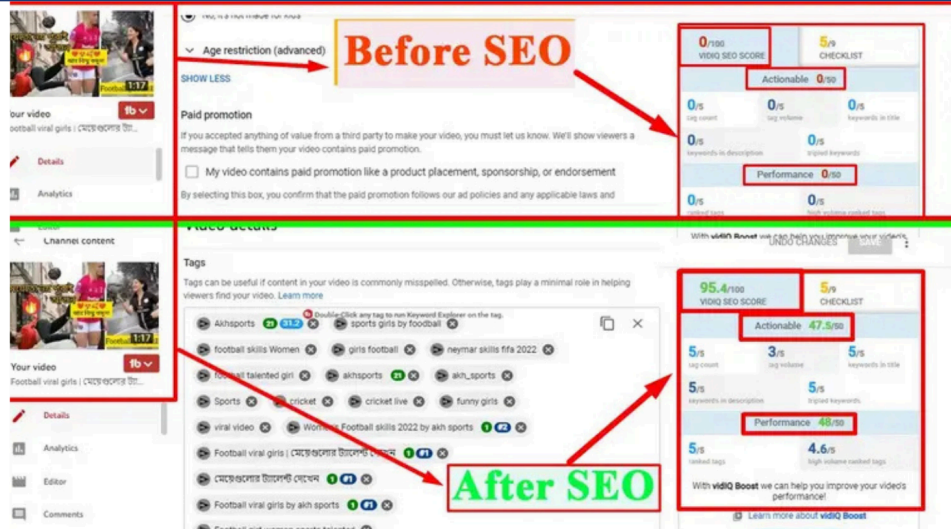
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SEO
optimized
using
VidIQ.



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SEO
optimized
using
VidIQ.



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Non-access channel work delivery.

Video SEO Score Result Sheet					
Before Video SEO Score			After Video SEO Score		
Video No	Video Link	Proof Link	Video No	Video Link	Proof Link
1	https://youtu.be/4L7EMmWV	https://prnt.sc/BBxOyV	1	https://youtu.be/4L7EMmWV	https://prnt.sc/ygTJmkSkC
2	https://youtu.be/PII0S2qiF	https://prnt.sc/l8hk6oc	2	https://youtu.be/PII0S2qiFTs	https://prnt.sc/j1VYMkexD
3	https://youtu.be/Gwt3AsY	https://prnt.sc/jtw6CF	3	https://youtu.be/Gwt3AsYeC	https://prnt.sc/Aew4XbnM
4	https://youtu.be/eQ-FEP4	https://prnt.sc/-OsFkv	4	https://youtu.be/eQ-FEP4zvB	https://prnt.sc/m8XP3ykE
5	https://youtu.be/pNuiiZWa	https://prnt.sc/kOZ7U	5	https://youtu.be/pNuiiZWa-P	https://prnt.sc/iDsLklMJUc
6	https://youtu.be/lRxHPsO	https://prnt.sc/q3bpsV	6	https://youtu.be/lRxHPsOkJf	https://prnt.sc/MxwX4bzs-
7	https://youtu.be/rsRDXek	https://prnt.sc/ZZf38F	7	https://youtu.be/rsRDXekRfz	https://prnt.sc/2BQVtSMC
8	https://youtu.be/Dxxzya	https://prnt.sc/TltC7gh	8	https://youtu.be/Dxxzya_nipU	https://prnt.sc/CsOUYcVM

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SEO

optimized

using

VidIQ.

Seo 0

0/50 VIDIQ SEO SCORE	0/9 CHECKLIST
Actionable 0/50	
0/5 tag count	0/5 tag volume
0/5 keywords in title	0/5 keywords in description
0/5 triple keywords	0/5 ranked tags
Performance 0/50	
0/5 high volume ranked tags	0/5 relevant local searches, ensure shop appears in results that need you most

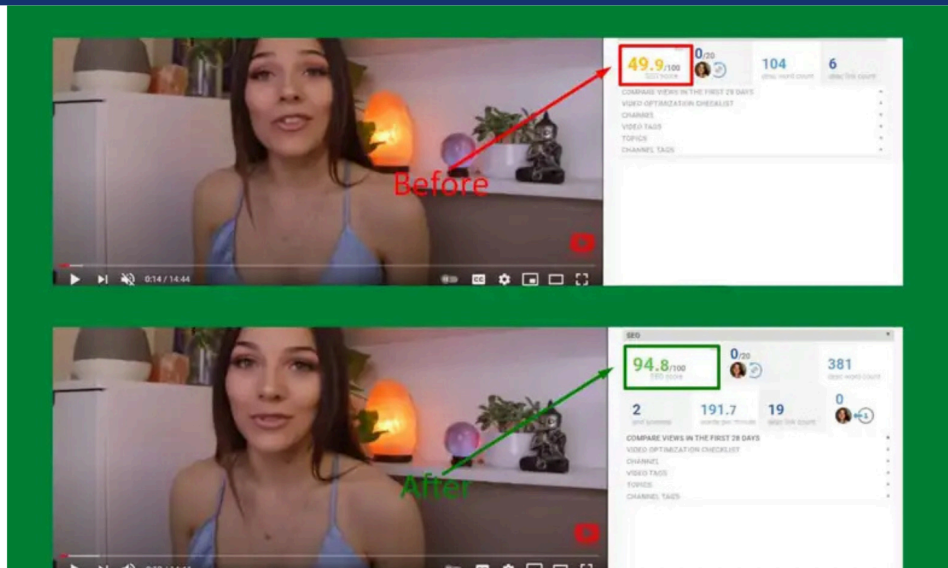
Seo 100

98.1/100 VIDIQ SEO SCORE	3/9 CHECKLIST
Actionable 48.1/50	
4/5 tag count	5/5 tag volume
5/5 keywords in title	5/5 keywords in description
5/5 triple keywords	5/5 ranked tags
Performance 50/50	
5/5 high volume ranked tags	5/5 relevant local searches, ensure shop appears in results that need you most

successful

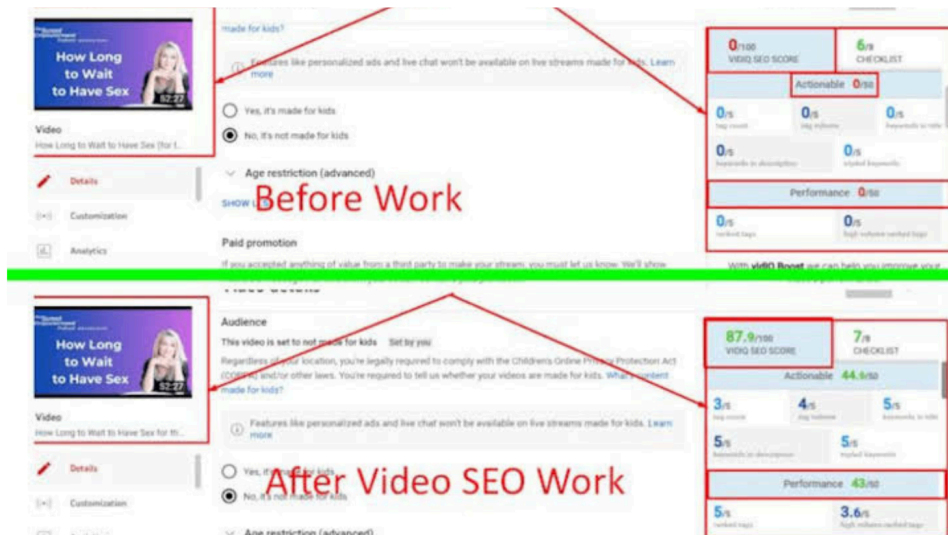
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using
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optimized
using
VidIQ.



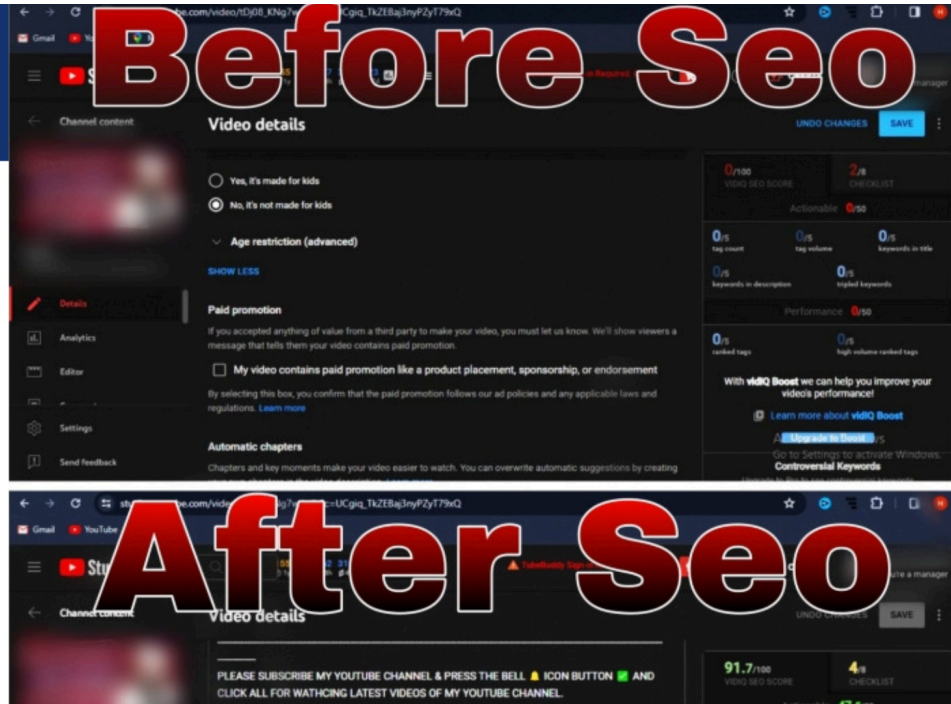
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SEO

optimized

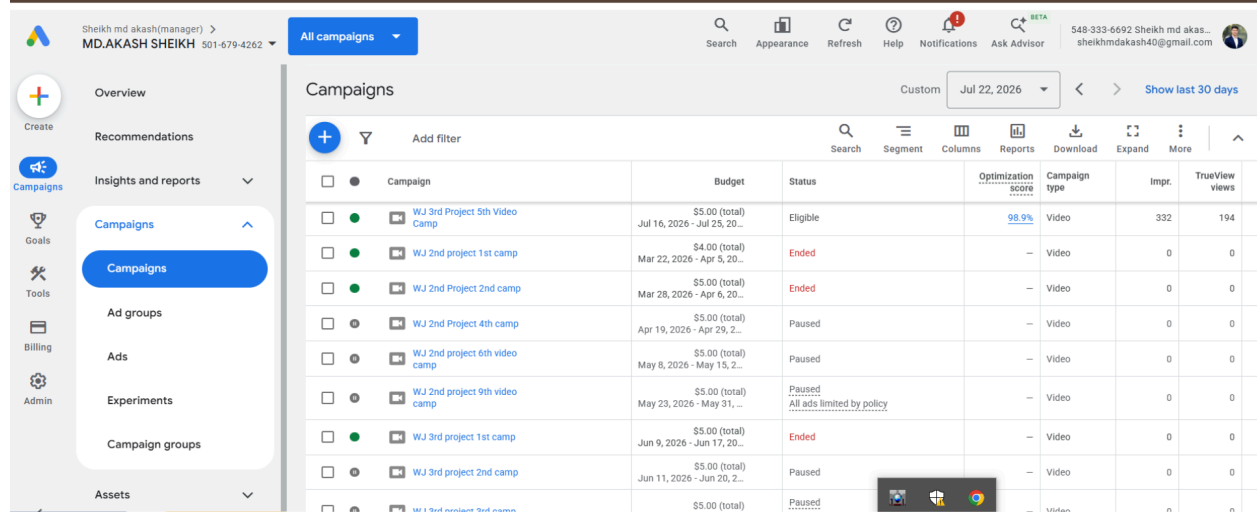
using

VidIQ.



?

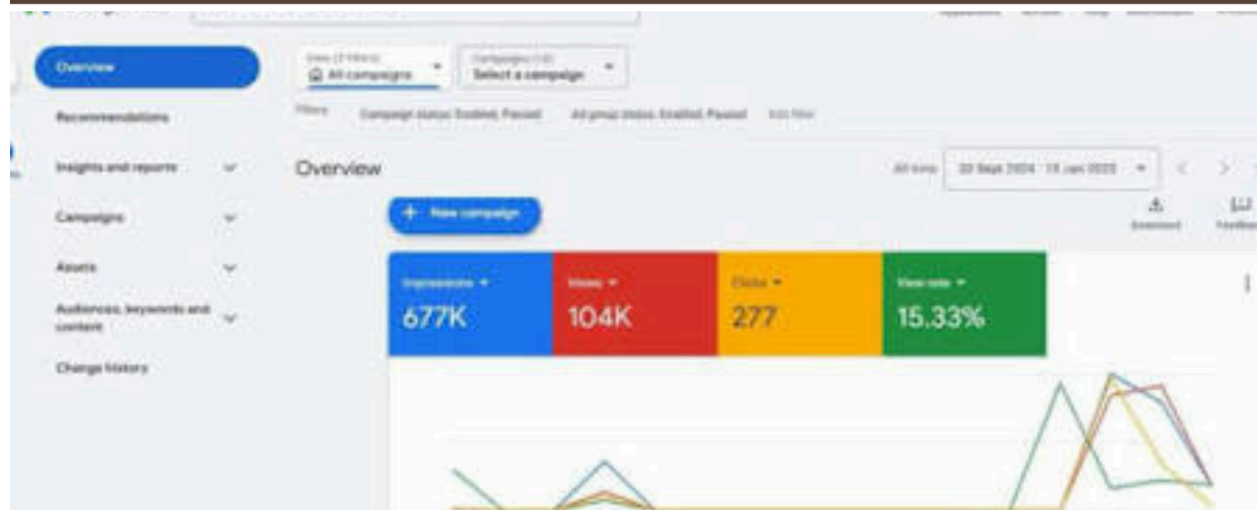
SM Akash Video Promotion



The screenshot displays the Google Ads 'Campaigns' page for user MD.AKASH SHEIKH. The left sidebar contains navigation options: Overview, Recommendations, Insights and reports, Campaigns (selected), Goals, Tools, Billing, and Admin. The main area shows a table of campaigns with columns for Campaign, Budget, Status, Optimization score, Campaign type, Impr., and TrueView views. The table lists several video promotion campaigns, including 'WJ 3rd Project 5th Video Camp' and 'WJ 2nd Project 1st camp', with their respective budgets, statuses, and performance metrics.

Campaign	Budget	Status	Optimization score	Campaign type	Impr.	TrueView views
WJ 3rd Project 5th Video Camp	\$5.00 (total) Jul 16, 2026 - Jul 25, 20...	Eligible	98.9%	Video	332	194
WJ 2nd project 1st camp	\$4.00 (total) Mar 22, 2026 - Apr 5, 20...	Ended	—	Video	0	0
WJ 2nd Project 2nd camp	\$5.00 (total) Mar 28, 2026 - Apr 6, 20...	Ended	—	Video	0	0
WJ 2nd Project 4th camp	\$5.00 (total) Apr 19, 2026 - Apr 29, 2...	Paused	—	Video	0	0
WJ 2nd project 6th video camp	\$5.00 (total) May 8, 2026 - May 15, 2...	Paused	—	Video	0	0
WJ 2nd project 9th video camp	\$5.00 (total) May 23, 2026 - May 31, ...	Paused All ads limited by policy	—	Video	0	0
WJ 3rd project 1st camp	\$5.00 (total) Jun 9, 2026 - Jun 17, 20...	Ended	—	Video	0	0
WJ 3rd project 2nd camp	\$5.00 (total) Jun 11, 2026 - Jun 20, 2...	Paused	—	Video	0	0
WJ 1 3rd project 3rd camp	\$5.00 (total)	Paused	—	Video	0	0

SM Akash Video Promotion



Case Study: YouTube SEO Optimization & Video Promotion

Project Overview

The client wanted to improve the visibility and discoverability of multiple YouTube videos. Most videos had low SEO scores, missing keywords, poor metadata optimization, and limited search performance.

Challenges

- Low VidIQ SEO Score (0–50/100)
- Missing high-volume keywords
- Unoptimized titles and descriptions
- Poor tag optimization
- Low search visibility
- Some projects were completed **without channel access**

My Strategy

I optimized each video using VidIQ and YouTube SEO best practices by:

- Keyword Research
- Title Optimization
- Description Optimization
- Tag Optimization
- SEO Checklist Completion
- Ranking Keyword Selection
- Metadata Optimization
- Google Ads Video Promotion (for selected projects)

Tools Used

- VidIQ
- YouTube Studio
- Google Ads
- Google Sheets (Project Tracking)

Results

- ✓ Improved VidIQ SEO Scores from low values (0–50) to **90–100+** on multiple videos.
- ✓ Successfully optimized titles, descriptions, tags, and keyword placement.
- ✓ Completed SEO work for both **access** and **non-access** YouTube channels.
- ✓ Delivered detailed before-and-after SEO reports for every completed project.

✓ Executed Google Ads video promotion campaigns to increase video reach and visibility.

Deliverables

- YouTube SEO Optimization
- VidIQ SEO Score Improvement
- Before & After SEO Reports
- Non-Access Channel SEO Delivery
- Google Ads Video Promotion
- Performance Tracking Report

Outcome

The videos became significantly better optimized for YouTube search. SEO scores increased substantially, metadata quality improved, and each project was delivered with documented proof of the optimization process.

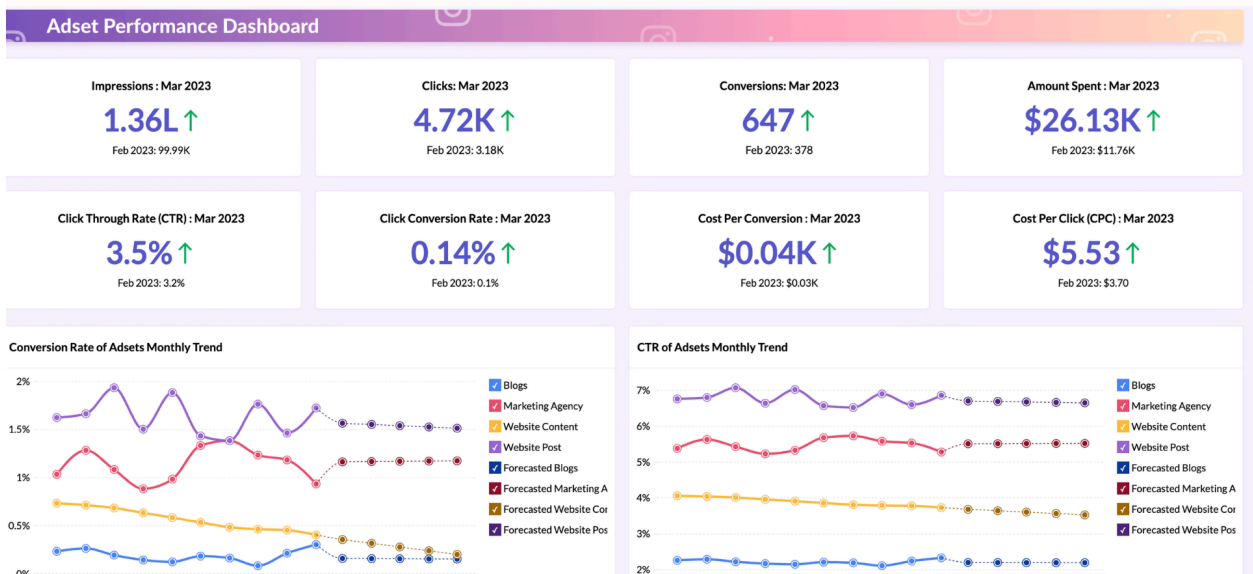
Thank you for your time.

Facebook & Instagram Ads Portfolio

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ACCOUNT PERFORMANCE

AMOUNT SPENT

\$5,221.26

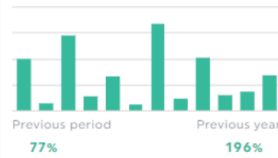
WEBSITE CONVERSIONS VALUE

\$6,616.40



WEBSITE CONVERSIONS

1,033



COST PER WEBSITE CONVERSIONS

\$5.05



CAMPAIGNS PERFORMANCE

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The purpose of this slide is to highlight a comprehensive key performance indicator (KPI) dashboard which will allow marketers to measure return on investment (ROI) from social media campaign. The key metrics covered are total ad spend, cost per thousand (CPM), cost per click (CPC), click-through rate (CTR), etc.

\$60.6

↓175%
Vs previous 30 days

Ad spend

\$4.30

↓\$0.44
Vs previous 30 days

Cost per
thousand (CPM)

\$0.25

↓\$0.22
Vs previous 30 days

Cost per
click (CPC)

2.85%

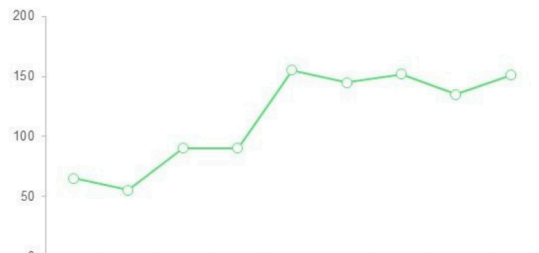
↑10%
Vs previous 30 days

Click through
rate (CTR)

Ad Reach



Ad Click



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Results: Website Clicks

658,885

People Reached

£5,623.49

Amount Spent

Custom

Results: Website Clicks Cost per Result Result Rate



Include

Objective

Clicks to Website

Amount Spent Today

£0.00 spent today

£6,436.60 total spent of £6,436.1

Total Schedule

2 February 2015 09:00–Ong



CTR (Link) are available as of 12 June 2015.

Advert Sets in this Campaign ▼

+ Create Advert Set

Columns: Performance and Clicks ▼

Break

	Advert Set Name	Clicks (All) ⓘ	CT... ⓘ	CPC (All) ⓘ	Impress.
☐					

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Follows

49

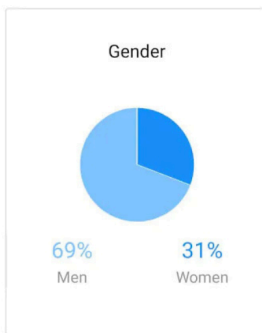
Promotion

Spend

\$100

100% of your \$100 budget

Audience



Interactions

67

Promotion Clicks

Visit Website

69% from latest promotion

97

Visit Profile

4% from latest promotion

521

Discovery

36,799

People reached

29% weren't following you

26% came from your current promotion

Follows

49

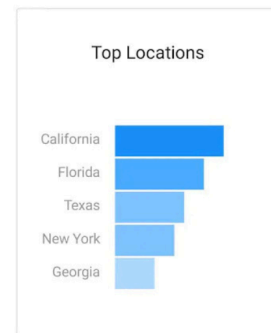
Promotion

Spend

\$100

100% of your \$100 budget

Audience



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Account overview Campaigns Ad sets Ads										
+ Create Duplicate Edit More Rules View Setup Columns: David - Funnel 2 Breakdown Reports										
	Campaign name	Delivery	Budget	Amount spent	Website purchases conversion	Website purchase ROAS (return)	Website purchases	Cost per Purchase	Website checkout initiated	
		Active	kr950.00 Daily	kr25,327.59	kr277,261.26	11.03	325	kr77.32	1,25	
		Active	kr550.00 Daily	kr16,893.17	kr201,435.45	11.85	212	kr80.16	87	
		Active	kr1,400.00 Daily	kr40,466.13	kr322,224.04	7.98	289	kr140.02	1,854	
		Active	kr4,325.00 Daily	kr66,336.21	kr240,854.54	3.63	242	kr274.12	1,761	
		Active	kr555.00 Daily	kr7,840.72	kr37,303.59	4.76	46	kr170.45	180	
		Active	kr3,550.00 Daily	kr54,530.27	kr429,101.00	7.87	446	kr122.27	1,898	
		Active	kr3,275.00 Daily	kr45,133.76	kr451,538.01	10.00	415	kr108.76	3,179	
		Active	kr40,983.12 Daily	kr684,799.23	kr1,839,685.29	2.38	1,527	kr448.46	10,169	
		Not delivering Ad sets inactive	Using ad se...	---	kr0.00	---	---	---	---	

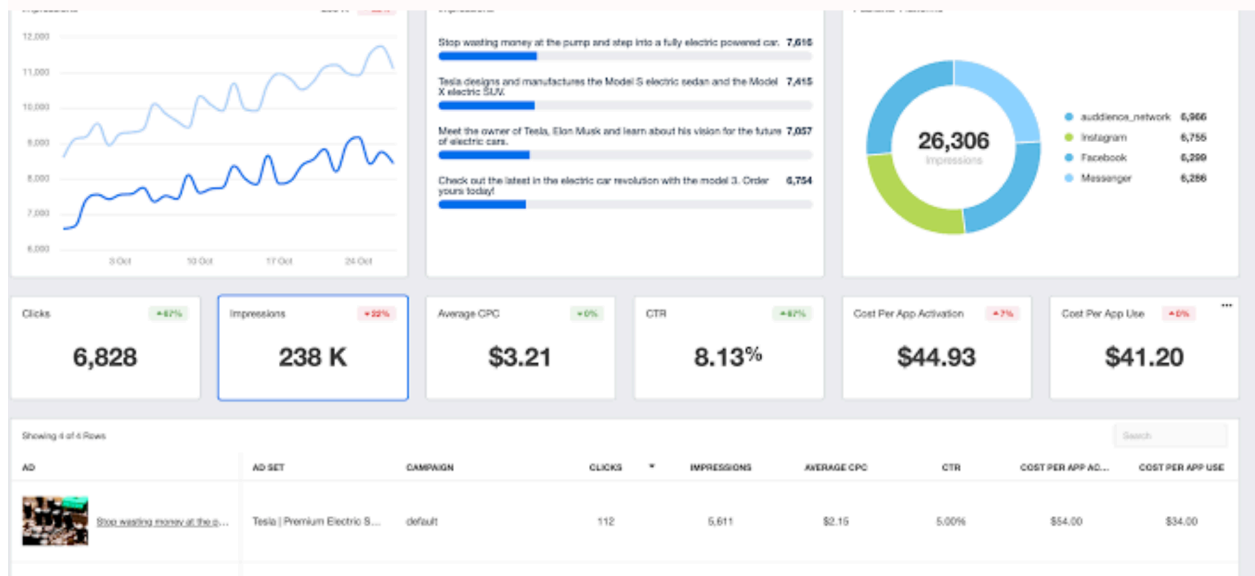
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	Results	Reach	Impressions	
Join Our Group	86 Messaging ...	1,132	4,459	Per
	271 Messaging ...	4,076	22,117	Per
IS ⓘ	357 Messaging ...	4,431 People	26,576 Total	Per

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Campaigns								
Ad Sets								
Ads								
View Setup Columns: Performance Breakdown								
	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	
DI *CBO: 08/15-10/23*	3 se...	1,156 Leads	174,748	538,926	\$26.29 Per Lead	\$30,387.13	Ongoing	
DI	3 se...	5,457 Post Engag...	52,256	180,177	\$0.63 Per Post En...	\$3,422.41	Ongoing	
o-Marketers	3 se...	40 Leads	23,534	54,202	\$53.54 Per Lead	\$2,141.40	Ongoing	
ince—3-Days	3 se...	4,652 Post Engag...	21,293	91,178	\$0.41 Per Post En...	\$1,919.11	Ongoing	
ge Views	3 se...	7,379 Reach	7,379	21,364	\$208.55 Per 1,000 P...	\$1,538.86	Ongoing	
1 (Insta Stories)	3 se...	—	59,502	74,574	—	\$1,484.55 of \$1,484.55	Feb 22, 2019	
95 campaigns	—	—	949,968 People	2,617,298 Total	—	\$56,769.02 Total Spent		

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Case Study: Facebook & Instagram Audience Growth to Sales Funnel

Project Overview

The client was struggling to generate followers and sales through Facebook and Instagram. The business pages had low engagement, a small audience base, and very limited reach, making it difficult to convert visitors into customers.

The primary objective was to build a targeted audience first and then convert that audience into paying customers using a structured Facebook Ads strategy.

Challenges

- Low Facebook & Instagram followers
- Very limited page engagement
- No targeted audience built
- Low website traffic
- Poor brand awareness
- No effective sales funnel in place
- Low conversion rate

My Strategy

Instead of running sales ads immediately, I developed a three-stage advertising funnel based on the client's business category and target audience.

Phase 1: Audience Research & Follower Growth

I researched the ideal audience based on the client's business niche, including interests, demographics, and buyer behavior.

Then I launched **Engagement Campaigns** to:

- Increase Facebook Page Followers
- Increase Instagram Followers
- Build Brand Awareness
- Improve Social Proof

- Generate High-Quality Audience

Phase 2: Traffic Generation

Once a strong audience was established, I launched **Traffic Campaigns** to drive qualified visitors to the website.

Objectives included:

- Website Traffic
- Landing Page Visits
- Customer Interest
- Audience Engagement

Phase 3: Retargeting & Sales

After collecting enough audience data, I created **Custom Audiences** and **Retargeting Campaigns**.

These campaigns targeted:

- Previous Website Visitors
- Engaged Facebook Users
- Instagram Engagers
- Existing Followers

Finally, I launched **Sales/Conversion Ads** to convert warm audiences into customers.

Tools Used

- Meta Ads Manager
- Facebook Business Suite
- Meta Pixel
- Custom Audience
- Lookalike Audience
- Audience Insights
- Facebook Page Insights

Marketing Funnel

Target Audience Research



Engagement Ads



Follower Growth



Traffic Ads



Website Visitors



Retargeting Campaign



Sales / Conversion Ads



Customer Purchase

Results

- ✓ Built a highly targeted Facebook & Instagram audience
- ✓ Increased page followers through Engagement Campaigns
- ✓ Improved brand awareness and audience engagement
- ✓ Generated qualified website traffic
- ✓ Successfully retargeted warm audiences
- ✓ Increased sales using Conversion Campaigns
- ✓ Implemented a complete Facebook Ads Funnel from audience building to customer acquisition

Deliverables

- Audience Research

- Campaign Strategy
- Engagement Campaign Setup
- Follower Growth Campaign
- Traffic Campaign Setup
- Retargeting Campaign
- Sales Campaign
- Meta Pixel Setup
- Audience Optimization
- Campaign Performance Report

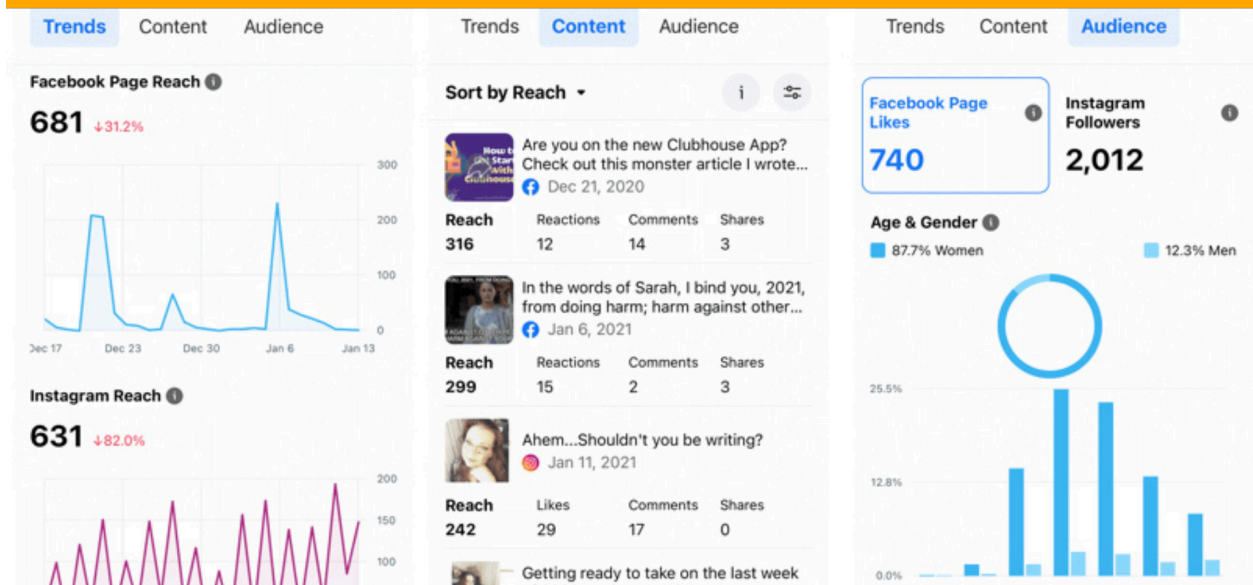
Outcome

Instead of spending the entire budget on direct sales campaigns, I first built a highly targeted audience based on the client's business niche. After increasing followers and engagement, I drove qualified traffic to the website and finally converted warm audiences into customers through retargeting campaigns. This full-funnel advertising strategy improved audience quality, increased brand trust, and generated better sales opportunities.

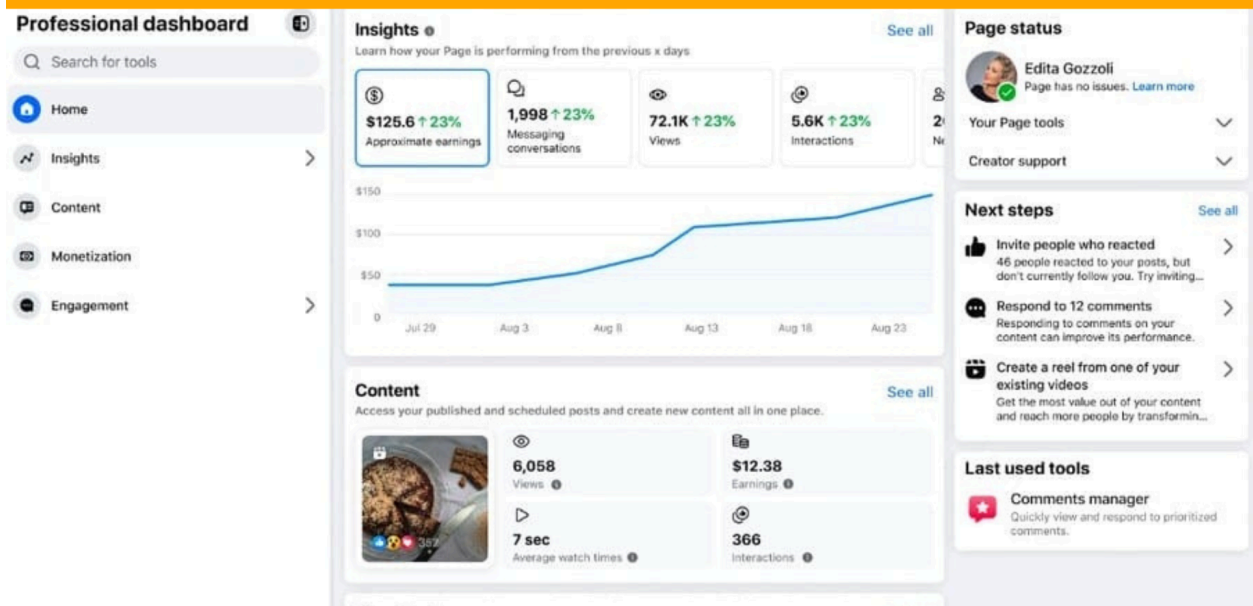
Thank you for your time

Social Media Management Portfolio

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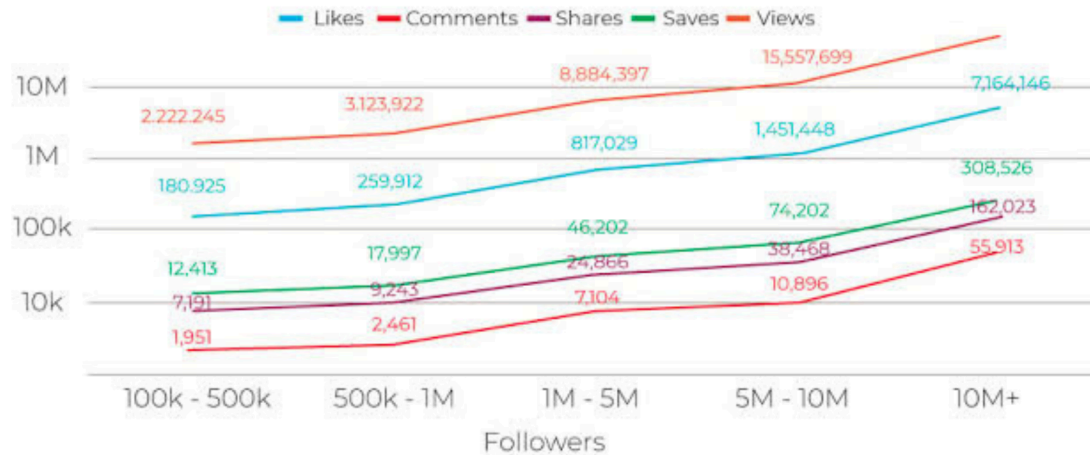
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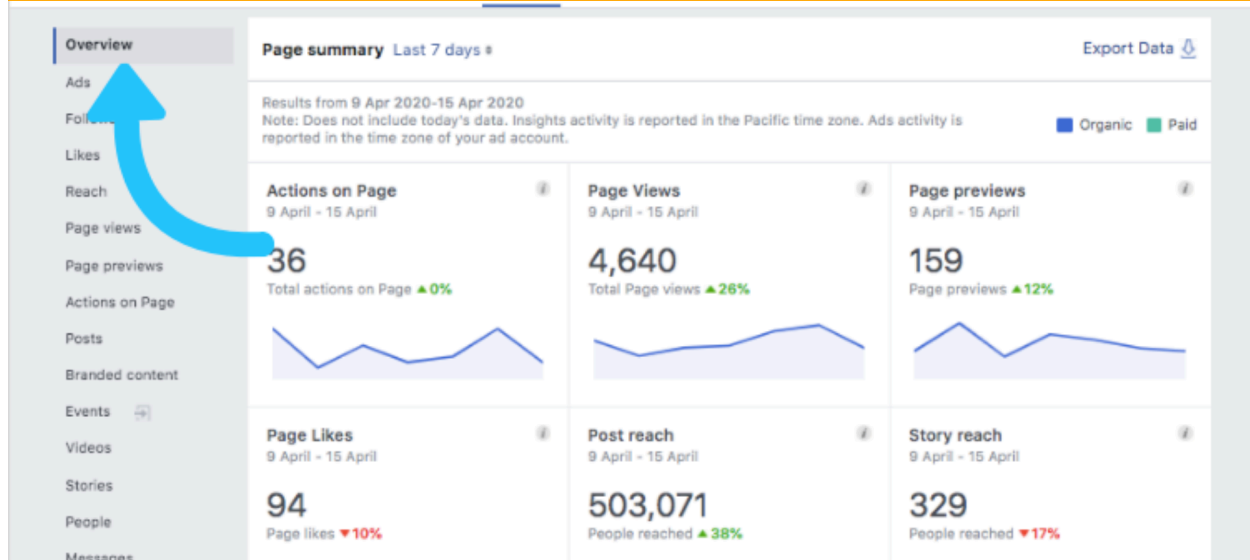
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TikTok Average Engagement

Based on 10,000 TikTok Profiles



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facebook posts

157,189 templates

Templates

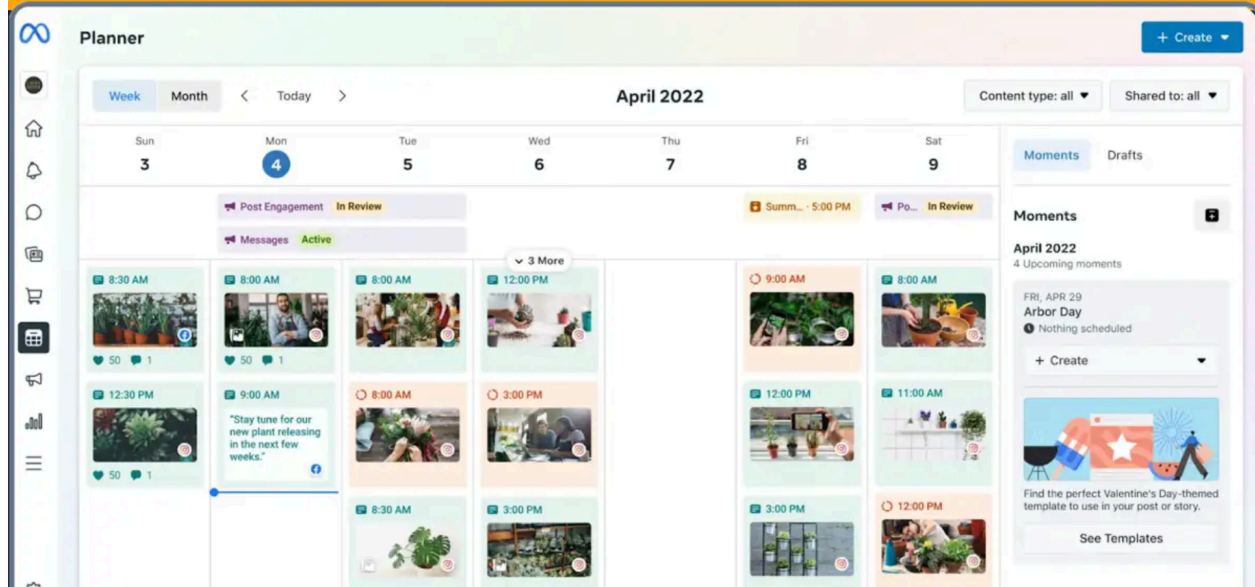
Your projects



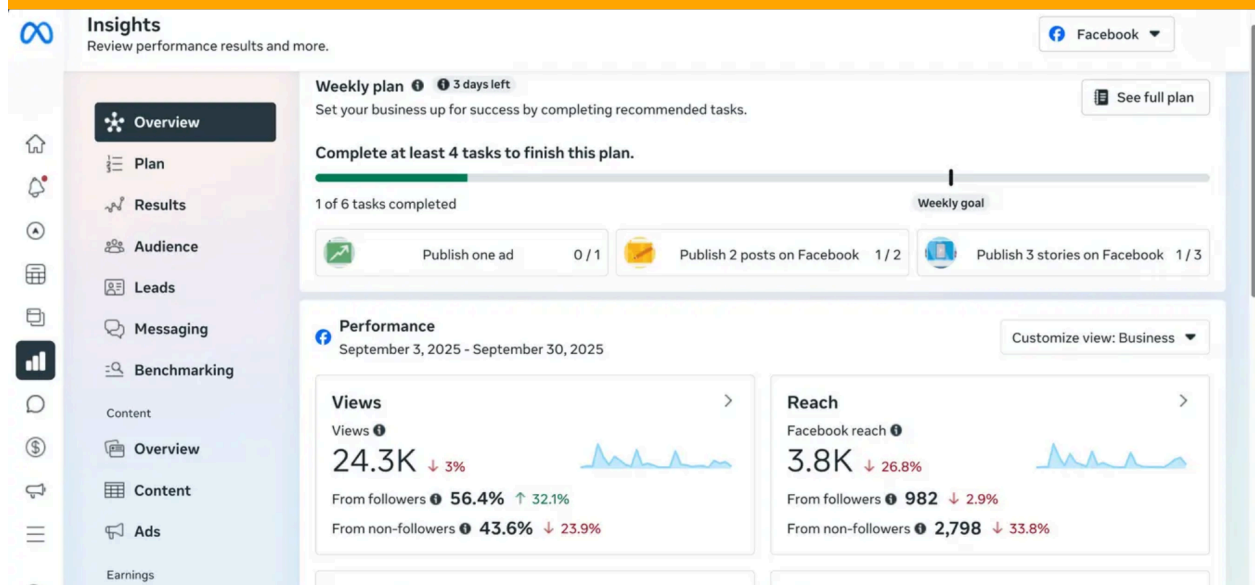
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PLATFORM	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Instagram	Motivational quote with branded graphic	Behind-the-scenes Reel	Carousel: "Top 5 Tips"	Story poll: "What do you want to see next?"	Product teaser Reel	User-generated content repost	Weekend vibes photo with hashtag
Facebook	Blog post share + CTA	Customer testimonial image	Live Q&A event promo	Industry news share	Giveaway announcement	Event reminder	Weekly roundup post
TikTok	Trend-based video with brand twist	Quick tip video	Duet with influencer	"A day in the life" vlog	Product demo	Fun challenge	
YouTube		New video: "How to Use Our"	Shorts: Quick tip	Shorts: Customer		New video: "How to Use Our"	Shorts: Quick tip

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Case Study: Multi-Platform Social Media Management & Brand Growth

Project Overview

The client wanted to establish a strong and consistent presence across multiple social media platforms, including **Facebook, Instagram, TikTok, YouTube, LinkedIn, and Pinterest**.

Although the business had active accounts, the content strategy was inconsistent, audience engagement was low, and overall brand visibility needed improvement.

The primary objective was to create a structured social media management strategy that would increase brand awareness, improve audience engagement, maintain consistent content publishing, and support long-term business growth.

Challenges

- Inconsistent content publishing
- Low audience engagement
- Weak brand identity across platforms
- Limited organic reach
- No structured content calendar
- Poor audience interaction
- Lack of performance tracking

My Strategy

Phase 1: Business & Audience Research

Before creating content, I analyzed the business, competitors, and target audience to understand customer interests and platform-specific behavior.

Activities included:

- Business Analysis
- Competitor Research
- Target Audience Research
- Platform Analysis
- Content Strategy Planning

Phase 2: Content Planning & Management

I created a structured monthly content strategy tailored for each platform.

This included:

- Monthly Content Calendar
- Daily Posting Schedule
- Caption Writing
- Hashtag Research
- Content Optimization
- Reels & Short Video Planning
- Story Planning

Phase 3: Multi-Platform Management

I managed and optimized content across multiple social media platforms.

Platforms Managed:

- Facebook
- Instagram
- TikTok
- YouTube
- LinkedIn
- Pinterest

Management Tasks:

- Content Publishing
- Post Scheduling
- Community Management
- Comment Moderation
- Inbox Management
- Audience Engagement

Phase 4: Performance Monitoring & Optimization

I continuously monitored account performance and optimized the content strategy based on audience behavior and analytics.

Activities included:

- Performance Analysis
- Engagement Tracking
- Reach & Impression Monitoring

- Best Posting Time Analysis
- Content Optimization
- Monthly Performance Reporting

Tools Used

- Meta Business Suite
- Canva
- ChatGPT
- Google Sheets
- Facebook Insights
- Instagram Insights
- TikTok Analytics
- YouTube Studio
- LinkedIn Analytics
- Pinterest Analytics

Results

- ✓ Maintained a consistent brand presence across all platforms.
- ✓ Improved audience engagement through strategic content planning.
- ✓ Increased organic reach and profile visibility.
- ✓ Built a structured content publishing system.
- ✓ Strengthened community interaction and audience relationships.
- ✓ Enhanced brand awareness across multiple social media platforms.
- ✓ Improved overall content performance using analytics-driven optimization.

Deliverables

- Social Media Strategy
- Business & Audience Research
- Monthly Content Calendar
- Content Planning
- Caption Writing
- Hashtag Research

- Multi-Platform Content Management
- Community Management
- Performance Analytics Report
- Monthly Growth Report

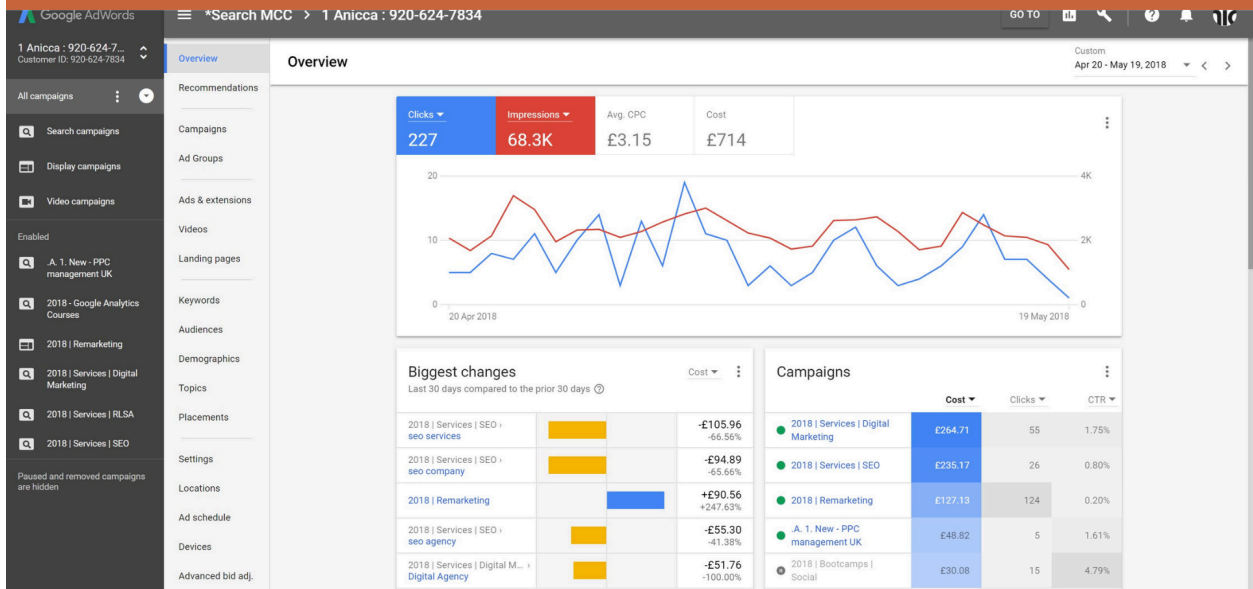
Outcome

By implementing a structured multi-platform social media management strategy, the brand achieved a consistent online presence across Facebook, Instagram, TikTok, YouTube, LinkedIn, and Pinterest. Regular content publishing, active community management, and continuous performance optimization improved audience engagement, strengthened brand awareness, and established a scalable foundation for long-term social media growth.

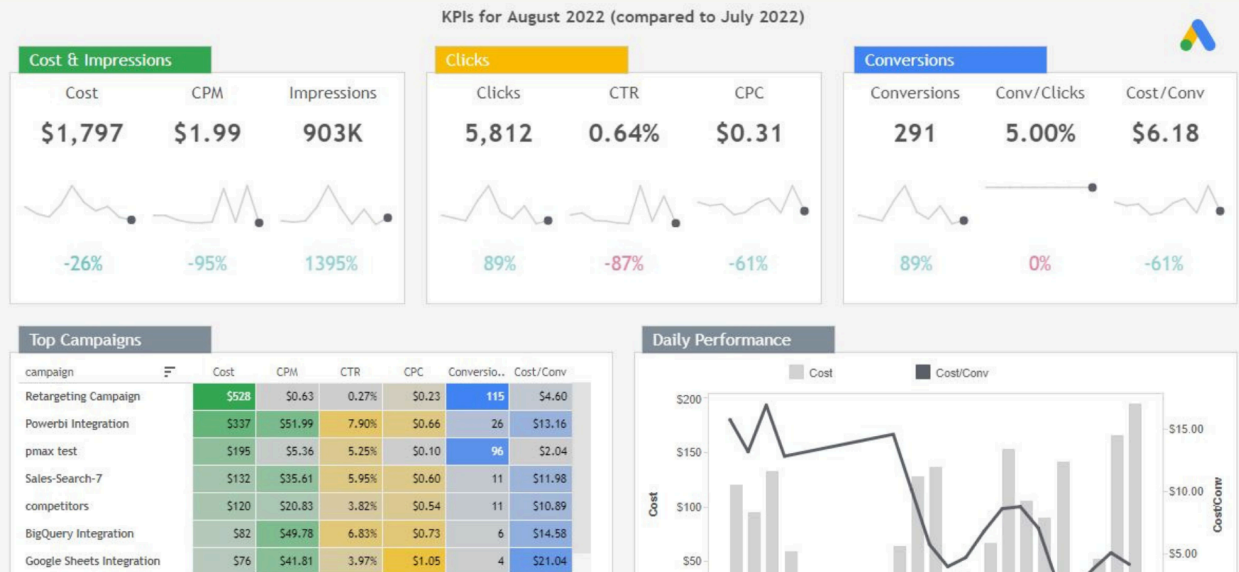
Thank you for your time

Google Ads Portfolio

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The image is a screenshot of the Google Ads interface. At the top, there's a dark header with the Google Ads logo on the left and search, reports, tools, and help icons on the right. Below the header, the left sidebar shows a list of campaign types: Campaigns, Ad groups, Ads & extensions, Landing pages, Keywords, Audiences, Demographics, Placements, Settings (highlighted in blue), Locations, Ad schedule, Devices, and Advanced bid adj. The main content area is titled 'CAMPAIGN SETTINGS' and 'ACCOUNT SETTINGS'. It shows a table of campaigns. The table has columns for Campaign, Budget, Status, Campaign type, Bid strategy type, Networks, Delivery method, Ad rotation, Campaign start date, and Campaign end date. There are 6 campaigns listed. The first campaign is 'Campaign 1' with a budget of THB100.00/..., status 'Eligible', campaign type 'Search', bid strategy 'Manual CPC', networks 'Google search', delivery method 'Standard', ad rotation 'Optimize: Prefer best performing ads', campaign start date 'Jul 15, 2019', and campaign end date 'Non...'. The second campaign is 'Campaign 2' with a budget of THB100.00/..., status 'Eligible', campaign type 'Search', bid strategy 'Maximize co...', networks 'Google search; Search partners; Display Network', delivery method 'Standard', ad rotation 'Optimize: Prefer best performing ads', campaign start date 'Jul 14, 2019', and campaign end date 'Non...'. The third campaign is 'Campaign 3' with a budget of THB100.00/..., status 'Eligible', campaign type 'Search', bid strategy 'CPC (enhanc...', networks 'Google search', delivery method 'Standard', ad rotation 'Optimize: Prefer best performing ads', campaign start date 'Jun 13, 2019', and campaign end date 'Non...'. The fourth campaign is 'Campaign 4' with a budget of THB100.00/..., status 'Removed', campaign type 'Search', bid strategy 'Maximize co...', networks 'Google search; Search partners; Display Network', delivery method 'Standard', ad rotation 'Optimize: Prefer best performing ads', campaign start date 'Feb 4, 2019', and campaign end date 'Non...'. The fifth campaign is 'Campaign 5' with a budget of THB100.00/..., status 'Eligible', campaign type 'Search', bid strategy 'Maximize co...', networks 'Google search; Search partners; Display Network', delivery method 'Standard', ad rotation 'Optimize: Prefer best performing ads', campaign start date 'Jul 18, 2019', and campaign end date 'Non...'. The sixth campaign is 'Campaign 6' with a budget of THB500.00/..., status 'Removed', campaign type 'Search', bid strategy 'Manual CPC', networks 'Google search', delivery method 'Standard', ad rotation 'Optimize: Prefer best performing ads', campaign start date 'Jan 2, 2018', and campaign end date 'Non...'. The seventh campaign is 'Campaign 7' with a budget of THB500.00/..., status 'Removed', campaign type 'Search', bid strategy 'Manual CPC', networks 'Google search', delivery method 'Standard', ad rotation 'Optimize: Prefer best performing ads', campaign start date 'Jun 3, 2018', and campaign end date 'Non...'. The eighth campaign is 'Campaign 8' with a budget of THB500.00/..., status 'Removed', campaign type 'Search', bid strategy 'Manual CPC', networks 'Google search', delivery method 'Standard', ad rotation 'Optimize: Prefer best performing ads', campaign start date 'Jan 2, 2018', and campaign end date 'Non...'. The ninth campaign is 'Campaign 9' with a budget of THB500.00/..., status 'Removed', campaign type 'Search', bid strategy 'Manual CPC', networks 'Google search', delivery method 'Standard', ad rotation 'Optimize: Prefer best performing ads', campaign start date 'Jan 2, 2018', and campaign end date 'Non...'. The tenth campaign is 'Campaign 10' with a budget of THB500.00/..., status 'Removed', campaign type 'Search', bid strategy 'Manual CPC', networks 'Google search', delivery method 'Standard', ad rotation 'Optimize: Prefer best performing ads', campaign start date 'Jan 2, 2018', and campaign end date 'Non...'. The table is sorted by 'Campaign' and has 6 items selected. There is an 'Edit' button and a dropdown menu for the selection.

SM Akash

Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign



Sales

Drive sales online, in app, by phone, or in store



Leads

Get leads and other conversions by encouraging customers to take action



Website traffic

Get the right people to visit your website



Product and brand consideration

Encourage people to explore your products or services



Brand awareness and reach

Reach a broad audience and build awareness



App promotion

Get more installs, interactions and pre-registration for your app



Local store visits and promotions

Drive visits to local stores, including restaurants and dealerships.



Create a campaign without a goal's guidance

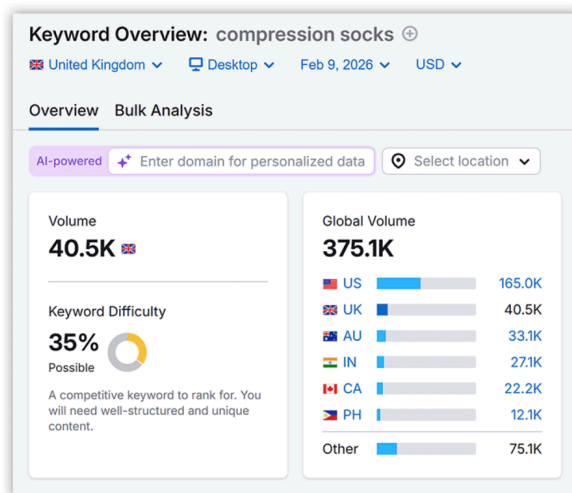
Choose a campaign type first, without a recommendation based on your objective.

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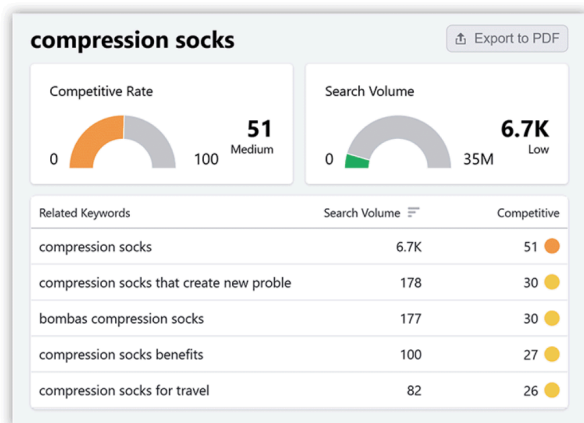
		☐ Keyword	Intents	KD	SV ▾	Growth	M / D	GSV
coffee	607K	☐ ✓ coffee near me	N Local	84	952K		+3%	1.3M
mushroom coffee	450K	☐ ✓ coffee	I	90	515K		+1%	1.5M
tea places near me	333K	☐ + coffee shops near me	I N Local	1	333K		+2%	435K
espresso machine	235K	☐ + shop coffee tables on sale	C T	1	223K		-37%	229K
how much caffeine...	225K	☐ + espresso machine	I C	42	223K		+2%	330K
shop coffee table	223K	☐ + mushroom coffee	I Branded	44	186K		+4%	208K
keurig coffee ma...	209K	☐ ✓ coffee shop	N Local	1	159K		+2%	357K
black rifle coffee	179K							
ikea coffee table	168K							
caffe near me	159K							
how much caffeine...	148K							
breville espresso...	136K							
best coffee maker	114K							
french press	104K							

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Keyword Overview



Keyword Analytics for YouTube



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Google meal replacement

KD 20 Volume 5.3K GV 18K TP 2.9K Clicks 4.73K CPC 3.00\$ Overview

All Shopping Images Videos News Short videos Forums More Tools

Refine results

Weight Loss Protein Powder Near me Weight Gain Price Under \$35 Get it today On sale Ready Serve Vegan More

Benefit

- ☐ Weight Loss
- ☐ Weight Gain
- ☐ Muscle Gain
- ☐ Detox

Ingredients

- ☐ Protein
- ☐ Amino Acids

Form

- ☐ Powder
- ☐ Ready Serve

Price

Sort by

Features

Stores

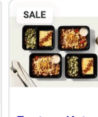
Sponsored



Ka'Chava | All-in-One Daily...
\$69.95
Ka'Chava
★★★★★ (156)



17x Meal Replacement...
\$47.00
Huel US
★★★★★ (504)



Factor - Keto Meal Kit - 10...
\$62.45 \$125
factor75.com
Get it by 4/8



Factor - Protein Plus Meal Kit ...
\$62.45 \$125
factor75.com
Get it by 4/8



Shakeology | All-in-One...
\$69.95
BODi By Beac...
Free shipping



Oats Overnight Protein Shake...
\$45.00 \$58
Oats Overnight
Free by 3/25



17x Meal Replacement...
\$56.30
Huel US
★★★★★ (2k+)



SaladPower 6 Pouches
\$54.00
SaladPower
★★★★★ (1k+)

Sponsored



Huel
<https://www.huel.com>

Huel® Meal Replacement Drinks

400 Million Meals Sold – Black Edition makes nutritious meals affordable. All the nutrients you need in every meal. A low carb, high protein vegan meal replacement containing 400cal & 40g of protein. GMO-free.

Sponsored

Keywords ideas People also ask

- meal replacement for weight loss
- meal replacement oriflame
- meal replacement shakes

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GO UNLIMITED!

OCTOBER 30, 2019

Capital Gazette

4 WEEKS FOR ONLY 99¢

64°F

NEWSPAPER OBITUARIES SPORTS CALENDAR SUBMIT A LETTER

ADVERTISEMENT

SEMURUSH Analyzing Other Websites' Traffic With SEMrush Read more

Arguments over mental health experts may delay murder trial

It's unclear if jury selection will begin this morning — defense attorneys are meeting with him in lockup currently following Ripken's ruling — or be delayed until the afternoon.

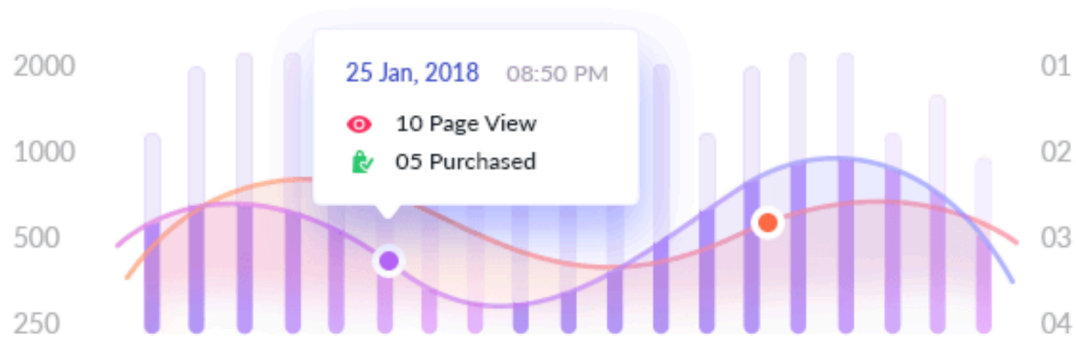
By ALEX MANN

LATEST NEWS

- Arguments over mental health experts may delay jury selection in Capital Gazette murder trial 34m
- Spotlight: Annapolis High student stars in scary "Carrie" musical 58m
- Connecticut and Navy meet on gridiron for last time in a long time 1h

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Conversion Tracking



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1,037 PEOPLE 199 CONVERSIONS

PEOPLE CONVERSIONS



Domain	Referrer	Landing Page	Source	Campaign	Medium	Content	Keyword	Search	State	City	Day	Hour
Source	People	Visits	CP	Conv.	CR	Cost	CPA	CPC	Revenue	RPP	Profit	
E-mail Newsletters	652	767	4	8	0.6%	\$0.00	\$0.00	\$0.00	\$707.00	\$1.08	\$707.00	
Display Ads	140	178	0	0	0%	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Google AdWords	129	144	102	129	79.1%	\$257.73	\$2.00	\$1.79	\$9,561.00	\$74.12	\$9,303.27	
Affiliate Program	60	66	24	39	40%	\$0.00	\$0.00	\$0.00	\$2,137.00	\$35.62	\$2,137.00	

Case Study: Google Ads Campaign Management & Performance Optimization

Project Overview

The client wanted to increase website traffic, improve online visibility, and attract high-quality potential customers through Google Ads. However, previous campaigns were not delivering the desired performance due to poor keyword targeting, ineffective campaign structure, and limited optimization.

The primary objective was to develop a well-structured Google Ads strategy that would improve campaign performance, drive qualified traffic, and maximize the return on the advertising budget.

Challenges

- Low website traffic
- Poor keyword targeting
- Low Click-Through Rate (CTR)
- High Cost Per Click (CPC)
- Low ad relevance
- Inefficient budget allocation
- No proper conversion tracking

My Strategy

Phase 1: Business & Keyword Research

Before launching the campaign, I analyzed the client's business, competitors, and customer search intent.

Activities included:

- Business Analysis
- Competitor Research
- Keyword Research
- Search Intent Analysis
- Campaign Planning

Phase 2: Campaign Setup

I created a well-structured Google Ads campaign tailored to the client's business objectives.

This included:

- Search Campaign Setup
- Audience Targeting
- Location Targeting
- Device Targeting
- Budget Planning
- Bidding Strategy
- Ad Group Structure
- Ad Copy Creation

Phase 3: Campaign Optimization

After the campaign started running, I continuously monitored and optimized its performance.

Optimization activities included:

- Keyword Optimization
- Negative Keyword Management
- Bid Adjustment
- Budget Optimization
- Ad Copy Testing
- Quality Score Improvement
- Search Term Analysis

Phase 4: Performance Monitoring & Reporting

I regularly analyzed campaign performance and prepared detailed reports to identify opportunities for continuous improvement.

Activities included:

- Click Analysis
- Impression Monitoring
- CTR Analysis
- CPC Monitoring
- Conversion Tracking
- Performance Reporting

Tools Used

- Google Ads
- Google Analytics 4
- Google Tag Manager
- Google Keyword Planner
- Google Search Console
- Google Sheets

Results

- ✓ Created a well-structured Google Ads campaign.
- ✓ Improved keyword targeting and ad relevance.
- ✓ Optimized campaign budget for better efficiency.
- ✓ Increased qualified website traffic.
- ✓ Improved Click-Through Rate (CTR).
- ✓ Enhanced campaign performance through continuous optimization.
- ✓ Established a scalable advertising strategy for long-term growth.

Deliverables

- Google Ads Strategy
- Keyword Research
- Campaign Setup
- Ad Group Structure
- Audience Targeting
- Budget Optimization
- Campaign Optimization
- Conversion Tracking
- Performance Analytics Report
- Monthly Campaign Report

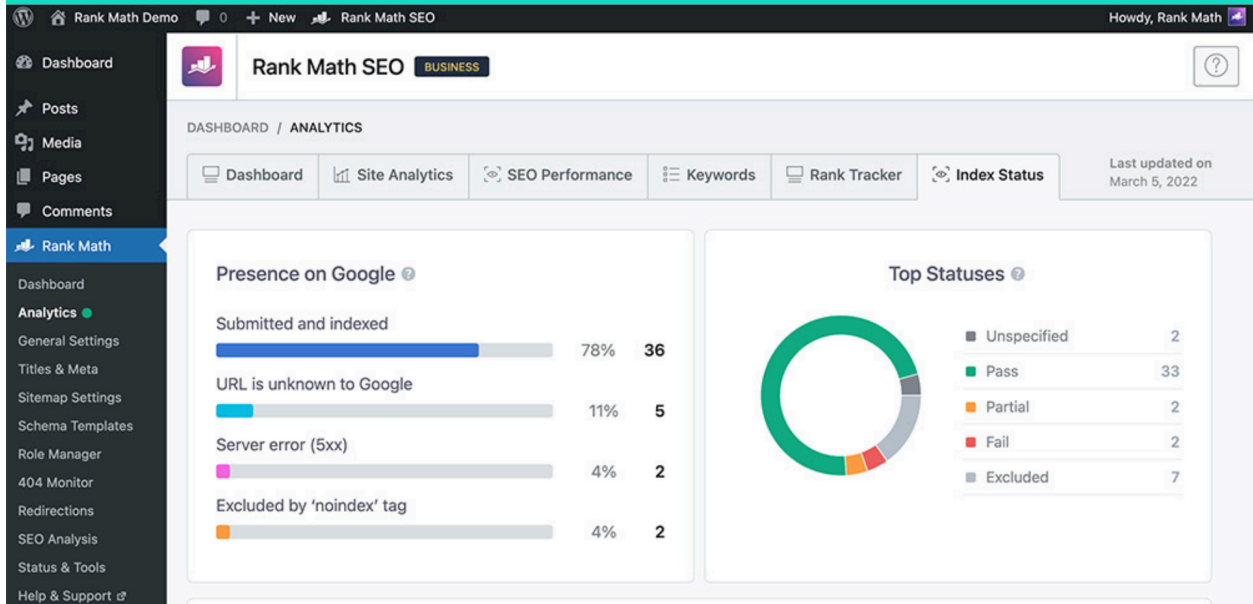
Outcome

By implementing a structured Google Ads strategy, the campaign achieved better targeting, improved ad relevance, and more efficient budget utilization. Continuous monitoring and optimization helped generate higher-quality website traffic, enhance overall campaign performance, and establish a strong foundation for long-term digital advertising success.

Thank you for your time

Website SEO Portfolio

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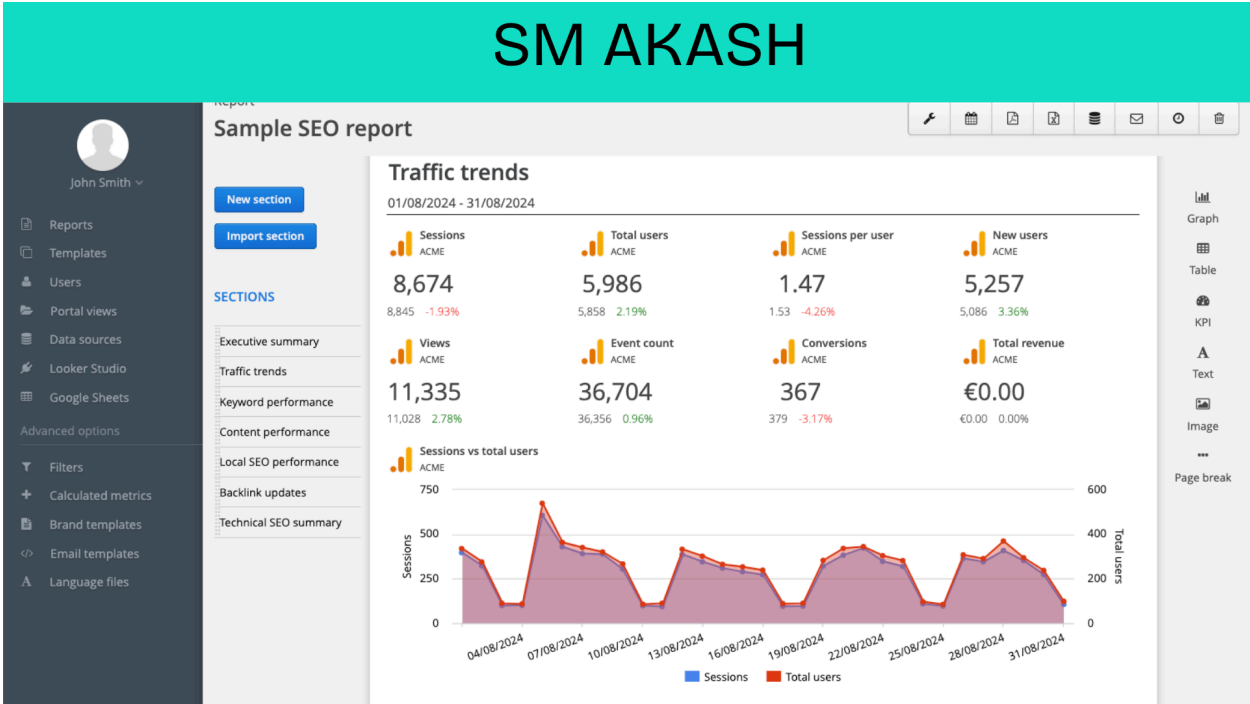
Rank Math

96 / 100 0 / 100 Save

Rank Math

General

Preview



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Overview Optimization Ideas Top 10 Benchmarking Idea Tasks

Total Ideas ⓘ



St	Strategy Ideas	74	Sf	SERP Features Ideas	11
Ba	Backlinks Ideas	69	Se	Semantic Ideas	64
Ux	User Experience Ideas	121	Co	Content Ideas	117
Te	Technical SEO Ideas	2			

Our ideas may help you increase your organic traffic ⓘ

over 1000%

Current 48.0k
Potential 504.4k

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On-page	Off-page
Optimizes content, structure, and HTML elements	Builds authority, reputation and visibility outside the site
Includes keyword optimization, meta tags, internal linking, and site speed improvements	Involves in earning backlinks, brand mentions, and citation
Ensures search engines can crawl and understand content	Signals trust and relevance to search engines through external validation

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Tools ▾ Channels ▾ Pricing Blog

Q Log in

Get started now

Whether you are a seasoned social media marketer, a marketer looking to venture into social media marketing, or a business owner looking to [leverage social media](#), it's helpful to know about the most popular social media sites out there right now. This will allow you to maximize your brand reach on social media, [engage with the right people](#), and achieve your [social media goals](#).

Of course, it isn't only about the size of the social media sites. It's also whether the social networking site is a right fit for your business and you. Does it fit your brand image? Is your target audience using that social media site? How many social media sites [can you manage at once](#)?

To make things easier, we researched and compiled information about the top social media sites in 2023. Some will be familiar to you, while others might sound new. We recommend reading through this list to learn more about the social media apps that might be great for your brand. And remember, [you don't have to be on every social media site](#) to have a successful brand.

On this page

The top 21 social networking sites of 2023

1. Facebook — 2.96 billion MAUs
2. YouTube — 2.2 billion MAUs
3. WhatsApp — 2 billion MAUs
4. Instagram — 2 billion MAUs
5. WeChat — 1.26 billion MAUs
6. TikTok — 1 billion MAUs
7. Sina Weibo — 573 million MAUs
8. QQ — 538.91 million MAUs
9. Telegram — 550 million MAUs
10. Snapchat — 557 million MAUs

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By number By volume

Group "buy": 2.7K Total Volume: 487,380 Average KD: 22%

All keywords 52,670

> sale 5,713

> pot 3,797

> near 2,736

> buy 2,722

> stand 2,133

> indoor 1,628

> outdoor 1,548

☐	Keyword	Intent	Volume	KD %	CPC (USD)
☐	⊕ buy plants online	T	22.2K	61	1.3
☐	⊕ buy strawberry plants	T	5.4K	32	0.6
☐	⊕ buy fig plant	T	2.9K	29	0.7
☐	⊕ buy snake plant	T	2.9K	26	0.6
☐	⊕ buy carnivorous plants	T	2.4K	52	0.3
☐	⊕ buy monstera plant	T	2.4K	22	0.5
☐	⊕ buy rose plants	T	2.4K	46	0.5

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What's new

Top issues

Issue	Crawled	Change	Added	New	Removed
⚠ Outlink added By Nick New	10	10 ▲	—	—	—
⚠ Organic Traffic Dropped error By Nick	41	11 ▲	—	—	—
ℹ H1 tag missing or empty	151	1 ▲	0	2	0
ℹ Meta description too long	594	1 ▲	0	2	0
ℹ Open Graph URL not matching canonical	249	1 ▲	0	2	0
ℹ No. of referring domains dropped	120	88 ▲	—	—	—
ℹ Organic traffic dropped	41	11 ▲	—	—	—
ℹ Pages to submit to IndexNow	68	4 ▲	—	—	—
ℹ Page has only one dofollow incoming internal link (not indexable)	18	3 ▲	3	0	0

Case Study: Website SEO Optimization & Organic Growth

Project Overview

The client wanted to improve the website's visibility on search engines and attract more organic traffic. Although the website was functional, it had several SEO issues, including poor on-page optimization, technical SEO problems, weak keyword targeting, and limited search engine visibility.

The primary objective was to optimize the website according to modern SEO best practices, improve search engine performance, and build a strong foundation for long-term organic growth.

Challenges

- Low organic traffic
- Poor keyword targeting
- Weak On-Page SEO
- Technical SEO issues
- Poor website structure
- Missing or unoptimized meta tags
- Low search engine visibility
- Slow website performance

My Strategy

Phase 1: Website SEO Audit

I began by performing a complete SEO audit to identify technical issues and optimization opportunities.

Activities included:

- Complete Website SEO Audit
- Competitor Analysis
- Keyword Research
- Technical SEO Analysis
- Website Structure Review

Phase 2: On-Page SEO Optimization

I optimized each page following Google's SEO best practices.

This included:

- Title Tag Optimization
- Meta Description Optimization
- Header Tag Optimization (H1–H6)
- URL Structure Optimization
- Image SEO
- Internal Linking
- Content Optimization
- Keyword Placement

Phase 3: Technical SEO Optimization

I resolved technical issues to improve crawlability, indexing, and overall website performance.

Activities included:

- XML Sitemap Optimization
- Robots.txt Configuration
- Google Search Console Setup
- Website Indexing
- Mobile-Friendly Optimization
- Website Speed Optimization
- Broken Link Review
- Canonical URL Optimization

Phase 4: Performance Monitoring & Reporting

After completing the optimization, I monitored website performance and tracked SEO progress.

Activities included:

- Keyword Performance Tracking
- Organic Traffic Monitoring
- Search Console Performance Analysis
- Google Analytics Reporting
- Website Health Monitoring
- Monthly SEO Reporting

Tools Used

- Google Search Console
- Google Analytics 4
- Google Keyword Planner
- Google PageSpeed Insights
- Rank Math SEO
- Google Tag Manager
- Google Sheets

Results

- ✓ Completed a comprehensive Website SEO Audit.
- ✓ Improved website structure and on-page SEO.
- ✓ Optimized titles, meta descriptions, headings, and URLs.
- ✓ Enhanced technical SEO and website crawlability.
- ✓ Improved website speed and mobile usability.
- ✓ Increased search engine visibility.
- ✓ Built a strong foundation for long-term organic growth.

Deliverables

- Website SEO Audit Report
- Keyword Research
- On-Page SEO Optimization
- Technical SEO Optimization
- Meta Tag Optimization
- Internal Linking
- Google Search Console Setup
- Website Performance Report
- Monthly SEO Report

Outcome

By implementing a complete Website SEO strategy, the website became more search engine friendly and technically optimized. Improvements in on-page SEO, technical performance, and website structure enhanced overall search visibility and established a scalable foundation for sustainable organic growth.

Thank you for your time
