CONTENT SEO PORTFOLIO

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Overview

I am a Content SEO specialist and SEO Lead with nearly 5 years of experience covering the full process, from keyword research and topic cluster development to writing and on-page optimization aligned with E-E-A-T standards. I have produced content across B2B software, real estate, e-commerce, education and manufacturing, with results such as 6.7× organic traffic in 9 months for a packaging manufacturer, 19.5K organic clicks in 13 months for a wine e-commerce site, and new articles indexed within 1–3 days. My strength lies in combining technical SEO thinking with in-depth writing, so content both ranks well and keeps readers engaged.

Content Process

Since June 2026 I have led SEO content for Enosta's 3 websites (enosta.com, enosta.com.au, digital.enosta.com), with 228 articles planned and 36 published so far. Every article goes through the same 6 steps, managed in an SEO tool I built in-house that gives each team role its own part of the workflow.

1. **Content plan:** keyword research per service, grouped into pillars and clusters, each with a search intent and a target page to link to.
2. **SERP research:** read the top 10 results and People Also Ask, then find what competitors miss (content gap) so the article has a reason to exist.
3. **E-E-A-T outline:** settle the angle, data, real examples from client projects, comparison tables and an FAQ before writing.
4. **Write to the brand kit:** drafted by AI agent or by hand, in the brand voice, the right English variant (Australian or US) and the site's own components.
5. **Review:** check on-page SEO, accuracy, voice and internal links; hand-written drafts go through the same review.
6. **Publish and track:** publish to the CMS, request indexing and track rankings; new articles are usually indexed within 1–3 days.

Featured In-Depth Articles

My longest and most detailed pieces. Word counts are taken from the live pages and rounded.

Article	Website	Length	Depth / result

What Is Technical SEO? How It Works and What to Check	digital.enosta.com	~4,100 words	19 H2 sections, 4 tables, FAQ
What Is a Proof of Concept (POC) in Software Development?	enosta.com.au	~4,100 words	Top 5 within 6 days
Success Timeline for Website Development in 5 Phases	enosta.com	~3,900 words	Top 1 within 1 week
AI Workflow Automation: How It Works, Tools and Examples	enosta.com.au	~3,200 words	12 H2 sections, 2 tables, FAQ
SEO Audit: What It Covers, How to Do It and What You Get	digital.enosta.com	~3,100 words	13 H2 sections, 3 tables, FAQ
Full-Funnel Marketing: TOFU, MOFU and BOFU Explained With a Plan	digital.enosta.com	~3,100 words	11 H2 sections, FAQ

Writing Samples

SAMPLE 1

Article title: Best Sites to Buy Old Facebook Accounts in 2026

URL: https://www.uproas.io/blog/best-sites-to-buy-old-facebook-accounts

Target keyword: buy old facebook accounts

Results achieved: Ranking top 3, gaining traffic and leads

SAMPLE 2

Article title: Facebook Users Statistics (2026): Global Numbers, Demographics, Growth & Trends

URL: https://www.uproas.io/blog/facebook-users-statistics

Target keyword: facebook users statistics

Results achieved: Top 6 ranking and gaining traffic

SAMPLE 3

Article title: 100 Facebook Ads Statistics for Marketers (2026 Edition)

URL: https://www.uproas.io/blog/facebook-ads-statistics

Target keyword: facebook ads statistics

Results achieved: Getting impressions and gaining traffic

SAMPLE 4

Article title: What Is AI-Native? A Practical Guide for Business and Product Leaders

URL: https://enosta.com.au/insights/what-is-ai-native

Target keyword: what is ai native

Results achieved: Indexing and top 30 ranking within 3 days

SAMPLE 5

Article title: What is a Proof of Concept (POC) in Software Development?

URL: https://enosta.com.au/insights/proof-of-concept

Target keyword: proof of concept

Results achieved: Indexing and ranking in top 5 (with key proof of concept in software development) within 6 days

SAMPLE 6

Article title: Success Timeline for Website Development in 5 Phases

URL: https://enosta.com/insights/timeline-for-website-development

Target keyword: timeline for website development

Results achieved: Indexing and ranking in top 1 within 1 week

SAMPLE 7

Article title: Swiss Screw Machining Explained

URL: https://kerrscrew.com/swiss-screw-machining-explained/

Target keyword: swiss screw machining

Results achieved: Top 1 ranking

SAMPLE 8

Article title: Cách thực hiện DDoS và các công cụ tấn công: Hậu quả nhận biết và biện pháp phòng chống

URL: https://zonecloud.vn/blog/cach-thuc-hien-ddos-va-cac-cong-cu-tan-cong/

Target keyword: ddos

Results achieved: Top 4 ranking

SAMPLE 9

Article title: DNS Server là gì? Tổng hợp kiến thức về máy chủ DNS

URL: https://zonecloud.vn/blog/dns-server-la-gi/

Target keyword: dns server

Results achieved: Top 9 ranking

Recent Articles (November 2026)

New articles published in November 2026. Each one went through the full process: SERP and search-intent research, competitor content-gap analysis, an E-E-A-T outline, writing, on-page optimization and internal linking. All were indexed within 1–3 days of publishing; it is too early for ranking data.

enosta.com.au — Australian market · AU English

SAMPLE 10

Article title: Software Development Cost in Australia: What Moves the Price

URL: https://enosta.com.au/insights/software-development-cost-australia

Target keyword: software development cost australia

Published: 20 Nov 2026

Results achieved: Indexed within 1–3 days (ranking data pending)

SAMPLE 11

Article title: How to Choose the Right Software Development Companies in Australia

URL: https://enosta.com.au/insights/software-development-companies-in-australia

Target keyword: software development companies in australia

Published: 20 Nov 2026

Results achieved: Indexed within 1–3 days (ranking data pending)

SAMPLE 12

Article title: AI for Business: Practical Uses, First Steps and Guardrails

URL:
https://enosta.com.au/insights/ai-for-business-pragmatic-strategies-for-real-impact

Target keyword: ai for business

Published: 20 Nov 2026

Results achieved: Indexed within 1–3 days (ranking data pending)

SAMPLE 13

Article title: AI Workflow Automation: How It Works, Tools and Examples

URL: https://enosta.com.au/insights/ai-workflow-automation

Target keyword: ai workflow automation

Published: 18 Nov 2026

Results achieved: Indexed within 1–3 days (ranking data pending)

SAMPLE 14

Article title: Agentic AI vs Generative AI: Key Differences and Examples

URL: https://enosta.com.au/insights/agentic-ai-vs-generative-ai

Target keyword: agentic ai vs generative ai

Published: 18 Nov 2026

Results achieved: Indexed within 1–3 days (ranking data pending)

SAMPLE 15

Article title: Software Development Outsourcing for Australian Companies

URL: https://enosta.com.au/insights/software-development-outsourcing

Target keyword: outsourcing software development

Published: 18 Nov 2026

Results achieved: Indexed within 1–3 days (ranking data pending)

SAMPLE 16

Article title: What Is a Minimum Viable Product? Meaning and Examples

URL: https://enosta.com.au/insights/what-is-minimum-viable-product

Target keyword: minimum viable product

Published: 18 Nov 2026

Results achieved: Indexed within 1–3 days (ranking data pending)

SAMPLE 17

Article title: Product-Market Fit: How to Measure It and How to Find It

URL: https://enosta.com.au/insights/product-market-fit

Target keyword: product-market fit

Published: 18 Nov 2026

Results achieved: Indexed within 1–3 days (ranking data pending)

SAMPLE 18

Article title: Product Life Cycle: Stages and Decisions for Software

URL: https://enosta.com.au/insights/product-life-cycle

Target keyword: product life cycle

Published: 18 Nov 2026

Results achieved: Indexed within 1–3 days (ranking data pending)

SAMPLE 19

Article title: Startup Funding in Australia: Sources, Grants and Stages

URL: https://enosta.com.au/insights/startup-funding

Target keyword: startup funding australia

Published: 18 Nov 2026

Results achieved: Indexed within 1–3 days (ranking data pending)

digital.enosta.com — Web, SEO and brand studio

SAMPLE 20

Article title: Web Design vs Web Development: What Each Does and Who to Hire

URL: https://digital.enosta.com/resources/web-design-vs-development/

Target keyword: web design vs web development

Published: 19 Nov 2026

Results achieved: Indexed within 1–3 days (ranking data pending)

SAMPLE 21

Article title: Full-Funnel Marketing: TOFU, MOFU and BOFU Explained With a Plan

URL: https://digital.enosta.com/resources/full-funnel-marketing/

Target keyword: full funnel marketing

Published: 19 Nov 2026

Results achieved: Indexed within 1–3 days (ranking data pending)

SAMPLE 22

Article title: SEO Audit: What It Covers, How to Do It and What You Get

URL: https://digital.enosta.com/resources/seo-audit/

Target keyword: seo audit

Published: 18 Nov 2026

Results achieved: Indexed within 1–3 days (ranking data pending)

SAMPLE 23

Article title: What Is Technical SEO? How It Works and What to Check

URL: https://digital.enosta.com/resources/what-is-technical-seo/

Target keyword: what is technical seo

Published: 18 Nov 2026

Results achieved: Indexed within 1–3 days (ranking data pending)

SAMPLE 24

Article title: What Is a Landing Page? How to Create One That Converts

URL: https://digital.enosta.com/resources/how-to-create-a-landing-page/

Target keyword: how to create a landing page

Published: 18 Nov 2026

Results achieved: Indexed within 1–3 days (ranking data pending)

SAMPLE 25

Article title: AI Overviews and AI Search: How to Get Your Business Found

URL: https://digital.enosta.com/resources/ai-overviews/

Target keyword: ai overviews

Published: 18 Nov 2026

Results achieved: Indexed within 1–3 days (ranking data pending)

SAMPLE 26

Article title: What Is Brand Identity? Components, Examples and Tools

URL: https://digital.enosta.com/resources/components-of-brand-identity/

Target keyword: components of brand identity

Published: 18 Nov 2026

Results achieved: Indexed within 1–3 days (ranking data pending)

newgeninvest.vn — Real estate · Vietnamese

SAMPLE 27

Article title: Đăng ký tư vấn Vinhomes Sài Gòn Park (Hóc Môn): kênh chính chủ, lịch xem công trường

URL: https://newgeninvest.vn/dang-ky-tu-van-vinhomes-sai-gon-park-hoc-mon/

Target keyword: đăng ký tư vấn vinhomes sài gòn park

Published: 18 Nov 2026

Results achieved: Indexed within 1–3 days (ranking data pending)

SAMPLE 28

Article title: Tiến độ Vinhomes Sài Gòn Park mới nhất: đã xây đến đâu?

URL: https://newgeninvest.vn/tien-do-vinhomes-sai-gon-park/

Target keyword: tiến độ vinhomes sài gòn park

Published: 10 Nov 2026

Results achieved: Indexed within 1–3 days (ranking data pending)

SAMPLE 29

Article title: Cách tiết kiệm thuế phí khi mua bán căn hộ

URL: https://newgeninvest.vn/cach-tiet-kiem-chi-phi-mua-can-ho/

Target keyword: tiết kiệm thuế phí mua bán căn hộ

Published: 09 Nov 2026

Results achieved: Indexed within 1–3 days (ranking data pending)

SAMPLE 30

Article title: Đăng ký tư vấn Vinhomes Cần Giờ: kênh liên hệ, lịch tham quan

URL: https://newgeninvest.vn/dang-ky-tu-van-vinhomes-can-gio/

Target keyword: đăng ký tư vấn vinhomes cần giờ

Published: 06 Nov 2026

Results achieved: Indexed within 1–3 days (ranking data pending)

SAMPLE 31

Article title: Vị trí Vinhomes Olympic ở đâu? Thuộc xã nào, kết nối ra sao

URL: https://newgeninvest.vn/vi-tri-vinhomes-olympic/

Target keyword: vị trí vinhomes olympic

Published: 06 Nov 2026

Results achieved: Indexed within 1–3 days (ranking data pending)