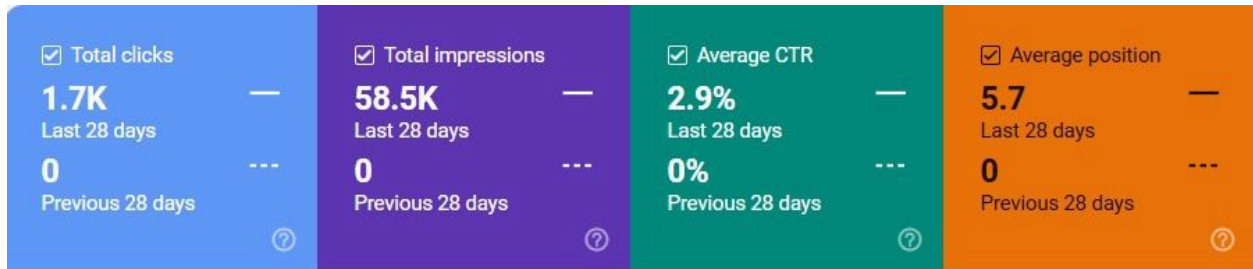


SEO Case Study

From Zero Visibility to 1.7K Organic Clicks in 28 Days



Project Overview

This project focused on activating and scaling the organic search presence of a website that previously had **zero measurable search performance**.

At the start of the campaign:

- 0 Clicks
- 0 Impressions
- No keyword visibility

Within 28 days, the website achieved strong first-page rankings and consistent organic traffic growth.

Objectives

- Establish search engine visibility from scratch
- Rank high-intent commercial keywords
- Build a technically sound SEO foundation
- Generate qualified organic traffic

Results (28 Days)

Metric	Previous 28 Days	Current 28 Days
Total Clicks	0	1,700
Total Impressions	0	58,500
Average CTR	0%	2.9%
Average Position	—	5.7

Key Achievement:

Achieved **first-page rankings (avg position 5.7)** within the first month of structured SEO implementation.

Strategy & Execution

Keyword Research & Mapping

- Identified high-intent primary keywords
- Built supporting keyword clusters
- Mapped keywords strategically to core pages
- Eliminated keyword cannibalization

On-Page Optimization

- Optimized title tags & meta descriptions
- Structured headings for semantic relevance
- Strengthened internal linking architecture
- Improved content alignment with search intent

Technical SEO Improvements

- Resolved indexing and crawl issues
- Optimized sitemap & robots configuration
- Improved page speed & mobile responsiveness
- Implemented structured data

Content Enhancement

- Expanded thin pages

- Improved content depth and clarity
- Enhanced conversion-focused sections

Performance Impact

- 58.5K impressions indicate strong topical recognition by Google
- 1.7K organic clicks generated without paid advertising
- 2.9% CTR shows effective metadata optimization
- First-page average ranking (5.7) creates sustainable traffic potential

Business Impact

- Increased brand visibility
- Reduced reliance on paid ads
- Established long-term organic growth foundation
- Higher potential for inbound leads and conversions

Conclusion

This case study demonstrates that with structured SEO strategy, technical precision, and proper keyword mapping, it is possible to move from **zero organic presence to strong first-page performance within 30 days**.

Organic growth is not accidental it is engineered.