

SEO

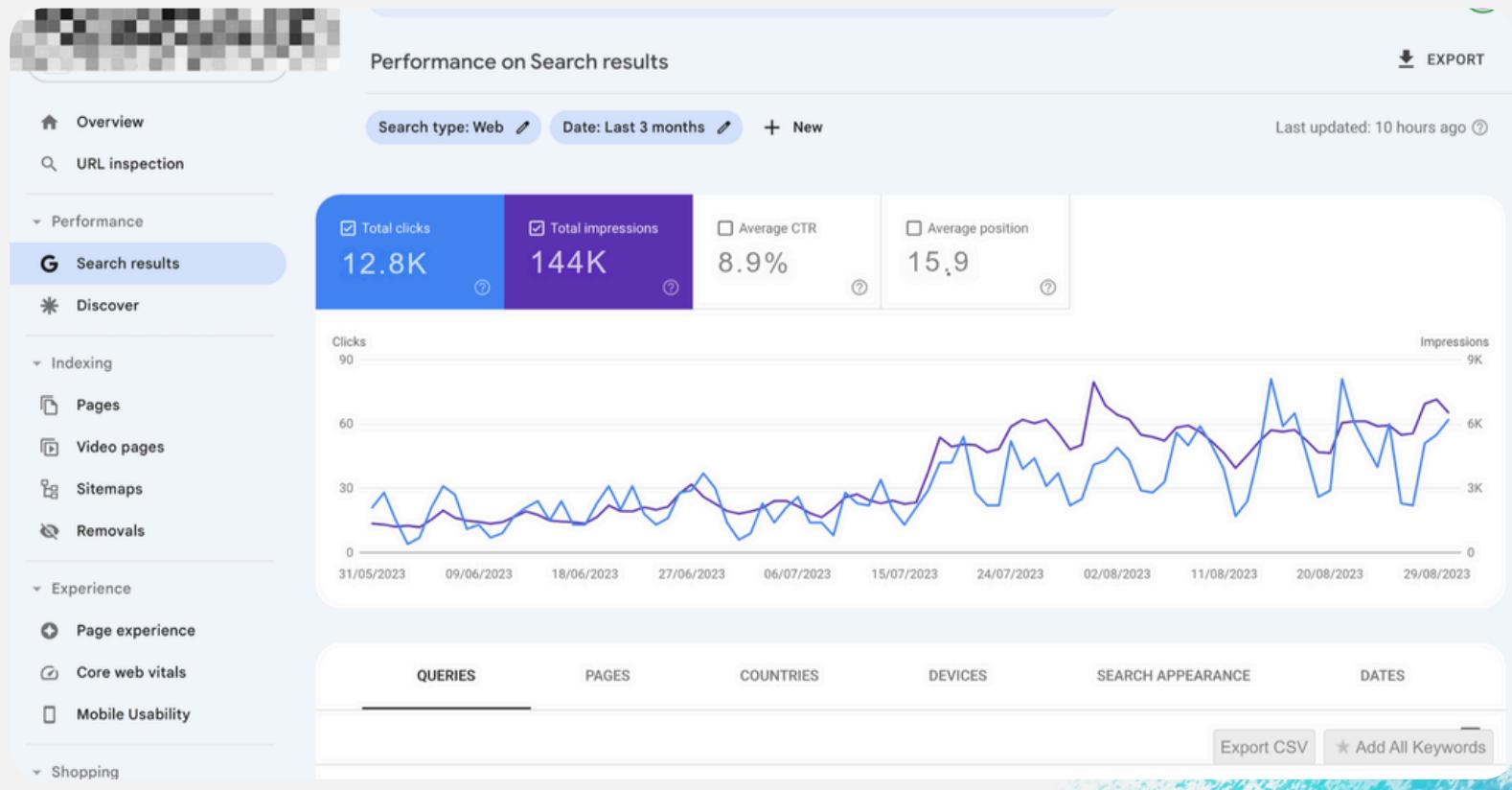
Farhan Imteyaz

Big Chain Restaurant USA: SEO Success Story

Brand : Seafoodsamsyarmouth

This local seafood shack chain, specializing in lobster rolls and fried seafood, needed to enhance their online presence. I developed and implemented a custom SEO strategy to achieve the top Google ranking for their key keywords.

As a result, they now rank #1 on Google for their most profitable keywords in the "Yarmouth" area. The Google Search Console screenshot below demonstrates these results.



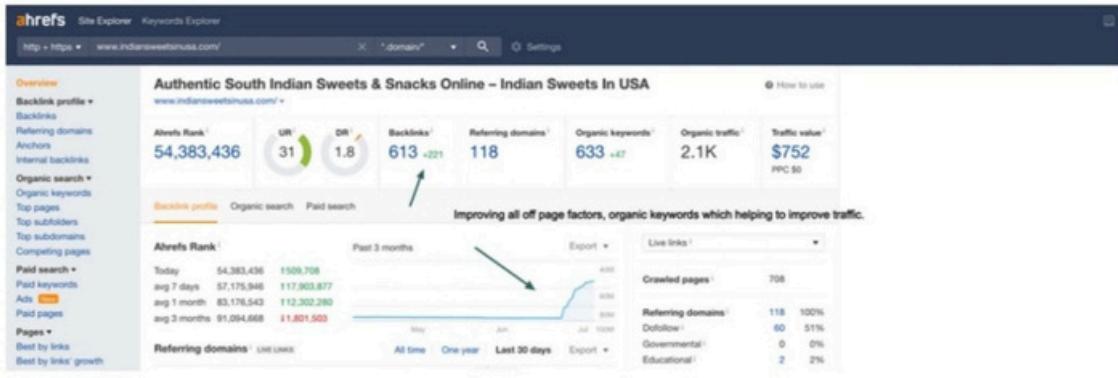
SEO

Farhan Imteyaz
Indiansweetsinusa.com
Worked - 4 months on this

BEFORE OFF-PAGE SEO



AFTER 2 MONTHS OF ON PAGE SEO AND 1 MONTH OFF PAGE SEO



Organic Keywords

Position: 1-3 X		Volume	KD	CPC	Traffic	Word count	SERP features	Include	Any	Exclude	Any target
56	4	More ▾									

56 KEYWORDS ARE IN TOP 3 POSITIONS ON FIRST PAGE

Keyword	Volume	KD	CPC	Traffic	Position	URL
indian sweets shop	2	800	20	—	298	1 www.indiansweetsinusa.com/
indian sweets online usa	3	600	26	0.40	127	2 www.indiansweetsinusa.com/
indian sweets in usa	3	200	24	0.80	78	1 www.indiansweetsinusa.com/
indian sweets usa	4	150	24	0.30	52	1 www.indiansweetsinusa.com/
south indian sweets online usa	2	150	30	1.10	43	1 www.indiansweetsinusa.com/
diwali sweets delivery usa	2	80	13	—	27	1 www.indiansweetsinusa.com/
diwali sweets online usa	3	60	24	—	24	1 www.indiansweetsinusa.com/
best indian sweets in usa	3	60	22	—	24	1 www.indiansweetsinusa.com/
diwali sweets usa	3	60	13	—	19	1 www.indiansweetsinusa.com/
narthangai in usa	3	40	0	—	16	1 www.indiansweetsinusa.com/products/narthangai-vathal-salted-dry
order mithai online usa	100	35	—	16	2 www.indiansweetsinusa.com/	
Indian sweets delivery	4	150	27	0.70	15	3 www.indiansweetsinusa.com/
indian sweet store	2	100	24	—	12	3 www.indiansweetsinusa.com/
online indian sweets delivery in usa	2	100	21	0.60	10	3 www.indiansweetsinusa.com/
indian sweets shop in usa	3	30	22	—	10	1 www.indiansweetsinusa.com/
south indian snacks online usa	50	24	2.50	8	2 www.indiansweetsinusa.com/	

SEO Farhan Imteyaz

MIAMI : SEO Success Story



Targeted Pages Optimization with the researched Keywords, Technical Process Optimizations, and Content Optimizations.

- Rewrote page titles & optimized with researched keywords on-site.
- Rewrote meta descriptions & optimized with researched Keywords on-site.
- Heading Structure Optimization -> H1-H6.
- Internal Links Optimization Process -> HTTP links changed to HTTPS, internal linking volume, 301 links (Redirected URLs) to 200.
- XML Sitemap Optimization (Pages, Articles).
- HTML Sitemap Optimization: 3xx Links Replaced With 200.
- Broken Links Checkup / 4xx Errors Fixed.
- Robots.txt File Reviewed / Optimization (Sitemap.xml Listing).
- Image Alt Texts Added & Improved.

Improvements

Before and After

keyword research

This screenshot shows a website audit report for miamicatering.com. The top section displays a 'HEALTH SCORE' of 75 out of 100, labeled as 'OKAY'. Below this is an 'ISSUE DISTRIBUTION' chart showing a target with three concentric rings. The legend indicates: ALL PASSED (0), NOTICES (19), WARNINGS (28), and ERRORS (0). The bottom section shows 'CORE WEB VITALS' with a message: 'NO RESULTS FOUND'.

This screenshot shows a detailed website audit report for miamicatering.com. The top section displays a 'HEALTH SCORE' of 89 out of 100, labeled as 'HEALTHY'. Below this is an 'ISSUE DISTRIBUTION' chart showing a target with three concentric rings. The legend indicates: ALL PASSED (0), NOTICES (0), WARNINGS (0), and ERRORS (0). The bottom section shows 'CORE WEB VITALS' with a message: 'Page 1 / 4'.

Meta tags optimised

This screenshot shows a detailed website audit report for miamicatering.com. It includes sections for 'Errors (0)', 'Warnings (0)', and 'Errors (0)'. Under 'Errors (0)', there are links to 'Learn more' for '0 pages don't have title tags', '0 issues with duplicate title tags', '0 pages don't have enough text within the title tags', '0 pages have too much text within the title tags', '0 pages don't have an h1 heading', '0 pages have duplicate H1 and title tags', '0 pages don't have meta descriptions', and '0 pages have a WWW resolve issue'. Under 'Warnings (0)', there are links to 'Learn more' for '0 hreflang values', '0 hreflang conflicts within page source code', and '0 issues with incorrect hreflang links'. Under 'Errors (0)', there are links to 'Learn more' for '0 images don't have alt attributes', '0 pages have no hreflang and lang attributes', '0 pages have underscores in the URL', and '0 link URLs are too long'.

Keyword	Difficulty	Search Volume (Semrush)	CPC
catering in miami	41	210	\$2.02
miami catering	43	720	\$2.02
miami catering services	41	110	\$2
catering menu miami	17	30	1.33
miami catering menu	N/a	10	\$1.33
catering menus miami	N/a	0	\$1.33
bbq catering miami	22	170	1.53
miami bbq catering	20	30	\$1.53
bbq catering miami fl	N/a	20	\$1.30
picnic catering miami	N/a	20	0
corporate catering miami	23	90	\$3.76
corporate catering miami menu	N/a	10	\$0.00
drop off catering near me	20	210	2.06
catering drop off service	N/a	20	\$0.00
catering drop off menu	N/a	20	\$0.00
wedding catering miami	31	140	1.02
wedding catering miami fl	N/a	20	\$0.00
wedding catering services miami	N/a	10	0
food station catering miami	N/a	0	\$0.00
food stations catering miami	N/a	0	\$0.00
food station menu	N/a	20	\$0.00
small bites menu	N/a	20	0
small bites catering menu	N/a	0	\$0.00

Note : I have only done their
Onpage optimization
and improved site health

Mobile responsiveness

This screenshot shows a mobile responsiveness test for miamicatering.com. The top bar says 'friendly Test'. The main area shows a green checkmark next to 'Page is usable on mobile' with the subtext 'This page is easy to use on a mobile device. Learn more'. Below this is a 'VIEW TESTED PAGE' button. The 'Details' section shows a 'Crawl' status with 'Crawled successfully on Jan 21, 2023, 1:03:16 AM'.

Farhan Imteyaz SEO

Brand : Blitzen Lighting

Blitzen Lighting's SEO Campaign

Blitzen Lighting's six-month SEO campaign, from July 2023 to December 2023, was a resounding success. Starting with just 54 monthly users, the campaign catapulted the website to 1,800 users, achieving a top search engine ranking from a previously unranked position.

SEO Strategy :

The campaign's core strategies included:

1- Keyword Research: Identified relevant, high-traffic keywords.

2- Content Development: Created and mapped SEO-friendly content.

3- On-Page Optimization: Updated the website with optimized content.

4- Technical SEO: Enhancing site performance and user experience.

SEO

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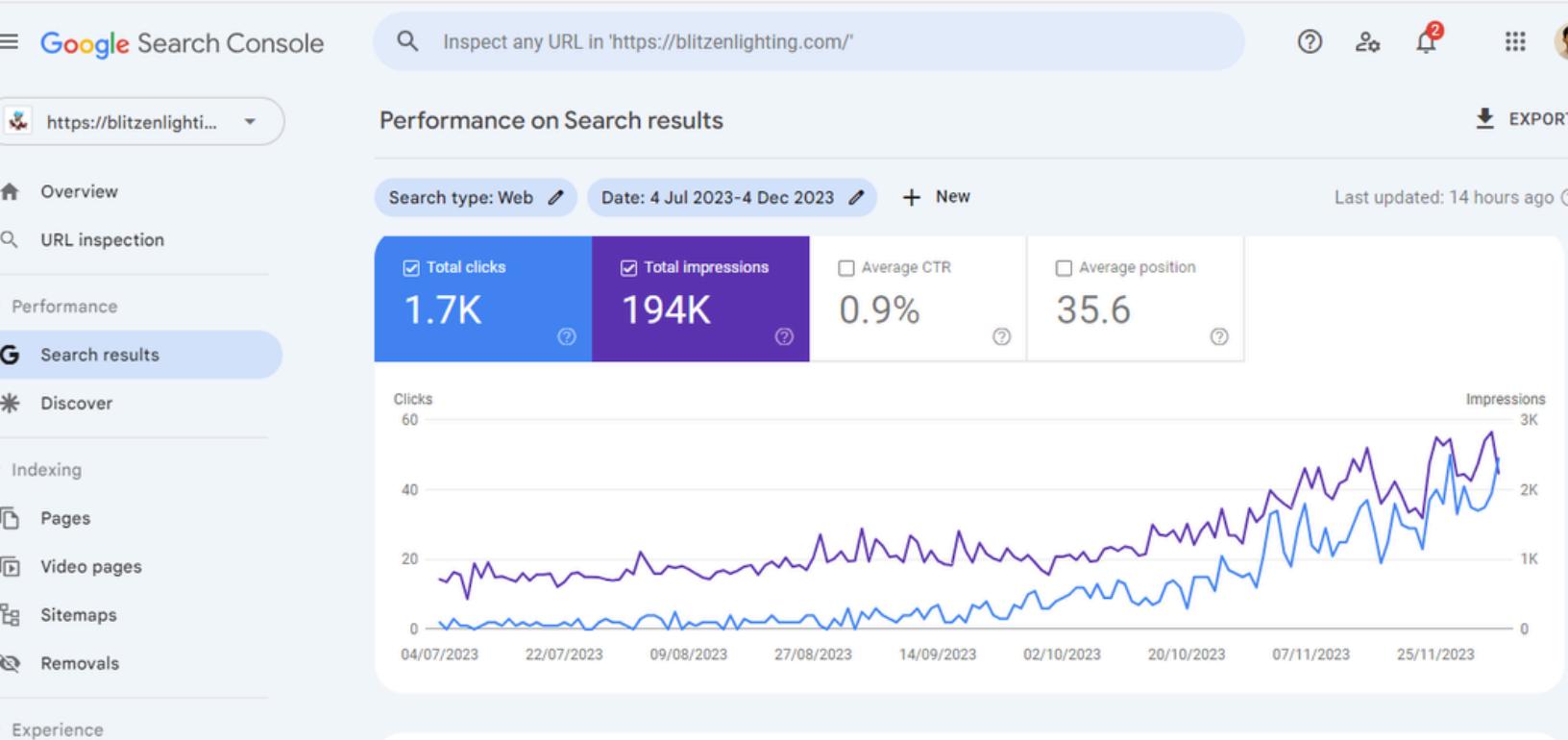
5- Blog Articles : Produced engaging blog posts to enhance content reach and relevance.

6- Quality Backlinks: Built links from authoritative sources on monthly basis.

Results

Traffic Increase: From 54 to 1,800 users per month.

Ranking Improvement: From non-existent to top 3 in search results.



Conclusion

This campaign highlights the effectiveness of a well-rounded SEO strategy, combining content optimization, content marketing, technical improvements, and backlinking to drive significant traffic growth and search ranking improvements.

