

# Mustapha Rifai Sraj

## SEO Portfolio

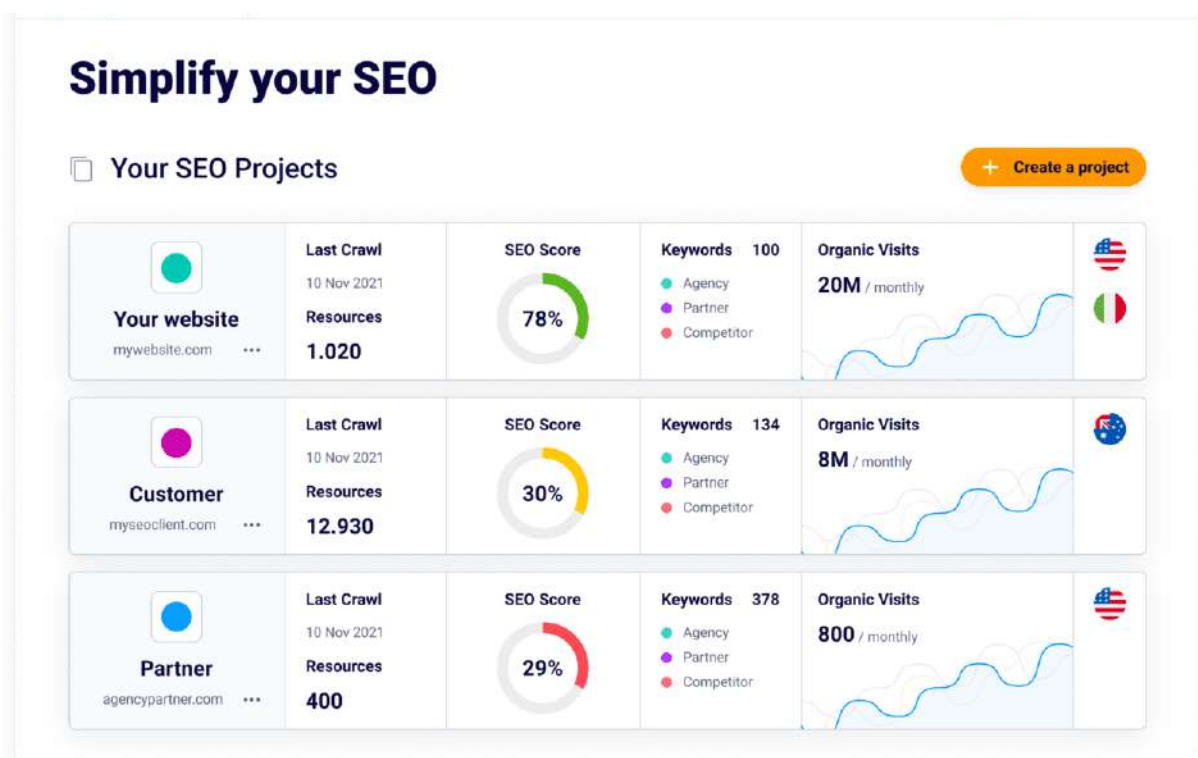
### Why Should You Invest In Organic SEO

Organic SEO is pivotal for any business because it drives sustainable, cost-effective, and targeted traffic to a website, establishing a strong online presence and credibility. By optimizing content and technical aspects, businesses can attain higher search engine rankings, resulting in increased visibility when potential customers actively search for relevant products or services. This not only reduces the reliance on paid advertising but also fosters trust and authenticity among users, leading to long-term brand growth, customer engagement, and improved return on investment.



## Conducting In Depth Website Analysis

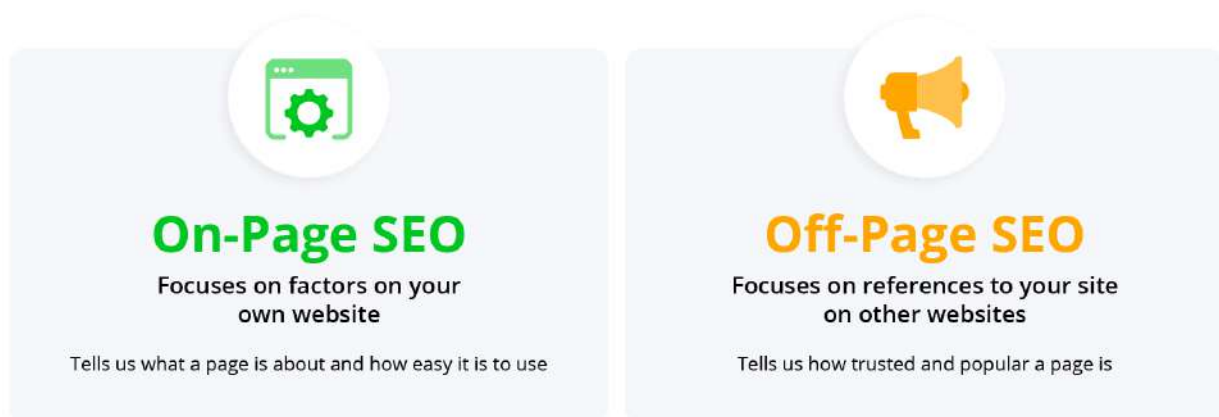
I focus first on conducting an in-depth SEO analysis of a client's website which is crucial because it uncovers valuable insights into the site's current performance, strengths, weaknesses, and areas for improvement. This analysis provides a comprehensive understanding of the site's organic visibility, technical health, on-page optimization, and backlink profile, enabling tailored strategies to be developed that align with the client's goals and industry trends. By identifying opportunities and addressing issues, an in-depth SEO analysis forms the foundation for a data-driven approach, ensuring that subsequent optimization efforts are precise, efficient, and aligned with search engine algorithms, ultimately leading to improved rankings, increased organic traffic, and enhanced user experience.



## On-Page and Off-Page Optimization

Conducting both on-page and off-page optimization is essential for comprehensive SEO success for the client's website. On-page optimization fine-tunes elements directly within the site, such as content quality, keyword usage, meta tags, and user experience, ensuring that the website is not only relevant to search queries but also engaging for

visitors. Off-page optimization, on the other hand, focuses on building a strong online reputation through quality backlinks and social signals, enhancing the site's authority and credibility in the eyes of search engines. By combining both strategies, the website gains a competitive edge: on-page optimization ensures content resonates with the audience and search algorithms, while off-page optimization bolsters the site's reputation, resulting in higher rankings, increased organic traffic, and sustained growth in the dynamic landscape of search engine optimization.



## My SEO Process

### Keyword Research

I conduct in-depth keyword research to identify the most relevant and valuable keywords for your business. This involves understanding your target audience's search intent and identifying opportunities to rank for high-traffic, low-competition keywords.

### On-Page Optimization

I optimize your website's on-page elements, including meta tags, headings, content, and URLs, to make them more search engine friendly and relevant to the targeted keywords. This step ensures that search engines can easily understand and index your content.

### Off-Page Optimization

Building high-quality and relevant backlinks from authoritative websites is a fundamental part of SEO strategy. These backlinks signal to search engines that your website is trustworthy and valuable, leading to improved rankings.

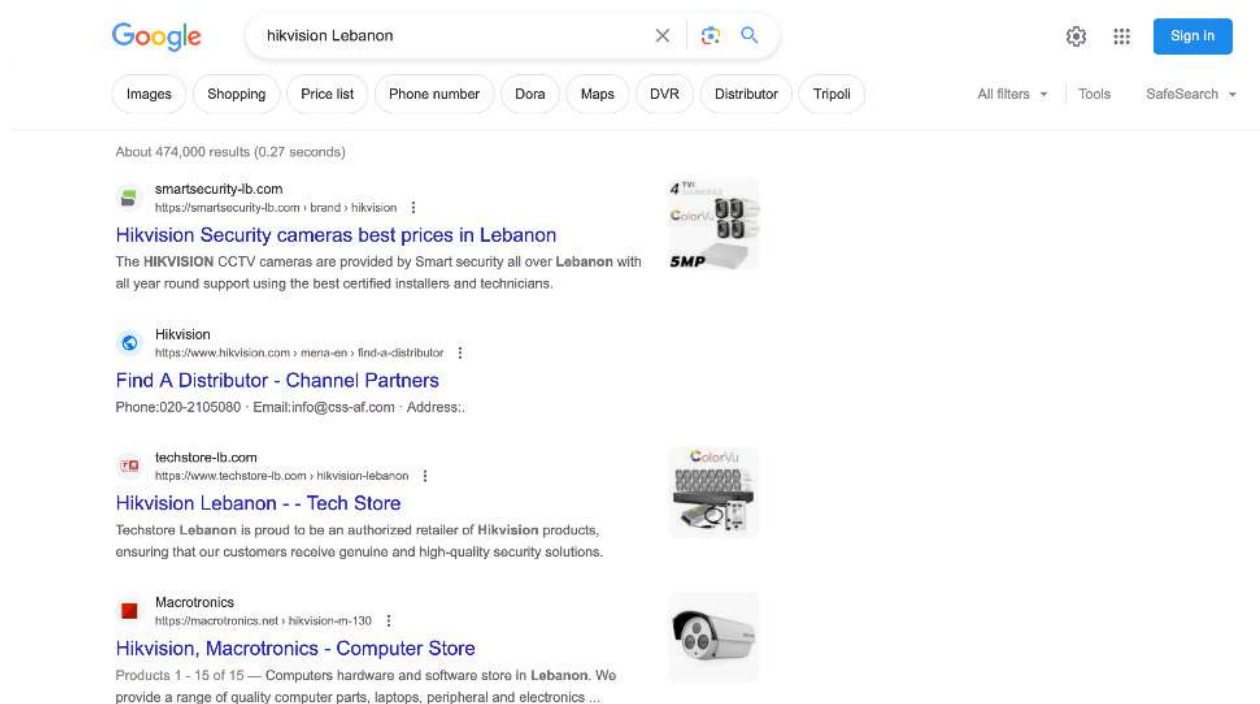
### Monitoring & Analysis

I continuously monitor the performance of your SEO campaign, tracking keyword rankings, organic traffic, and other relevant metrics. This data-driven approach allows me to fine-tune my strategies and adapt to any changes in search engine algorithms.

# My Proven SEO Optimisation Process to Success

Fix	Action	Rank
★ Search Engine Submissions	★ Advanced Keyword Research	★ Short Tail & Country Name Keywords
★ Website SEO Audit	★ Competitor Analysis	★ Advanced Link Building
★ Missing Image Alt tags & href	★ Google Analytics Setup	★ Google SERP Optimisation
★ Sitemap XML	★ Google Search Console Setup	★ Online Reputation Management
★ Meta Title & Description Writeup	★ On-page Optimization	★ Website Indexing
★ Website Speed Optimisation	★ Off-Page Optimization	
★ Content Optimization		

## Case Study #1: Page 1 Keywords In Google Smart Security



As you can see they rank first for the famous CCTV camera Hikvision. Moreover, their ranking is the first spot on the first page, and their result even exceeds the hikvision main website.

## Case Study #2: Page 1 Keywords In Google Smart Security

The screenshot shows a Google search for "best security cameras Lebanon". The search bar is at the top with the Google logo on the left and a "Sign in" button on the right. Below the search bar are tabs for Shopping, Images, Videos, News, Maps, Books, Flights, and Finance. The search results show "About 35,600,000 results (0.45 seconds)". Below this, there's a section for "Places" with filters for "Rating" and "Hours". Three places are listed:

- Max Security CCTV Cameras**: 3.7 stars (3 reviews), Security system supplier, Beirut, Lebanon. Phone: +961 70 849 822. Status: Closed - Opens 9 am Tue. Review: "very Professional Good price and ..."
- Smart Security Y.C.C**: 4.7 stars (205 reviews), Security system supplier, Tripoli, Lebanon. Phone: +961 71 061 010. Status: Closes soon - 8 pm. Review: "The best security and solar systems company in Lebanon"
- Smart Systems**: 3.9 stars (7 reviews), Security system supplier, Beirut, Lebanon. Phone: +961 1 293 553. Status: Closes soon - 6 pm

Below the places section is a "More places" button. To the right of the places section is a map of Lebanon with several red location pins. Below the map is a "Keyboard shortcuts" link and a "Map data ©2017 Mapbox ©OpenStreetMap contributors, Imagery ©Mapbox, Terms of Use" link.

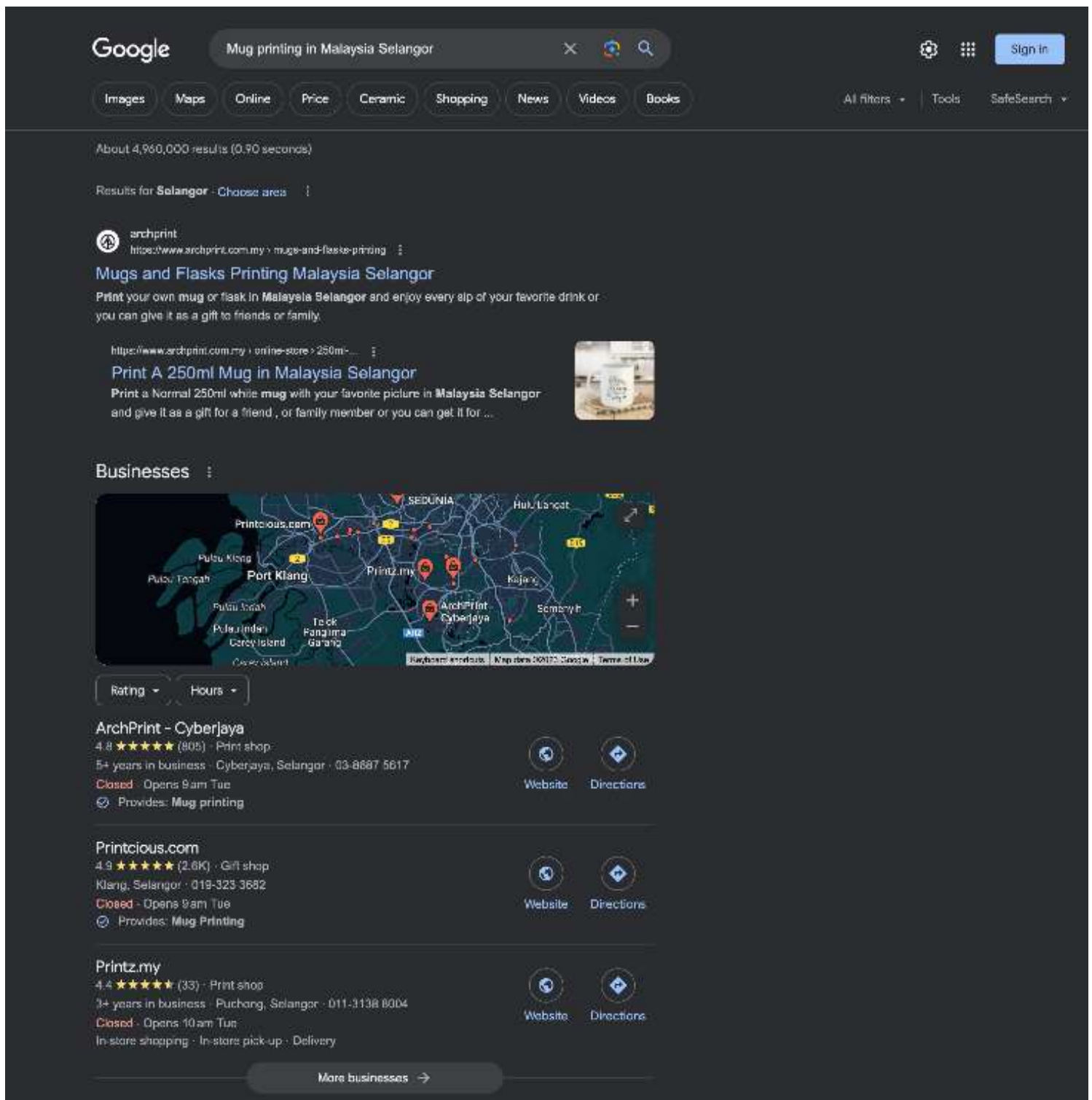
Below the places section, there are two search results for "Hikvision Security cameras best prices in Lebanon". The first result is from "smartsecurity-lb.com" with the URL "https://smartsecurity-lb.com/brand/hikvision". The second result is from "961souq.com" with the URL "https://961souq.com/collections/surveillance-cameras". Both results mention "Best Price in Lebanon for 16 IP CAMERAS 2 MP Full ...". The first result also mentions "If you need a surveillance system for your home or office, we got you a complete project with a transparent price! Smart Security offers the Best Security ... US\$1,350.00". The second result mentions "Browse our wide collection of CCTV Cameras all available at 961 Souq Zalka... Wireless camera Top Cam - 4MP - Smart AI - Mobile App - lithium battery."

Below the search results, there are two product images: a "4 MP Color 5MP" camera and a "16 IP 2MP" camera.

In this case study I was able to get Smart Security to rank on the first page and to be the first result in non branded products keywords in this case it is Security cameras.

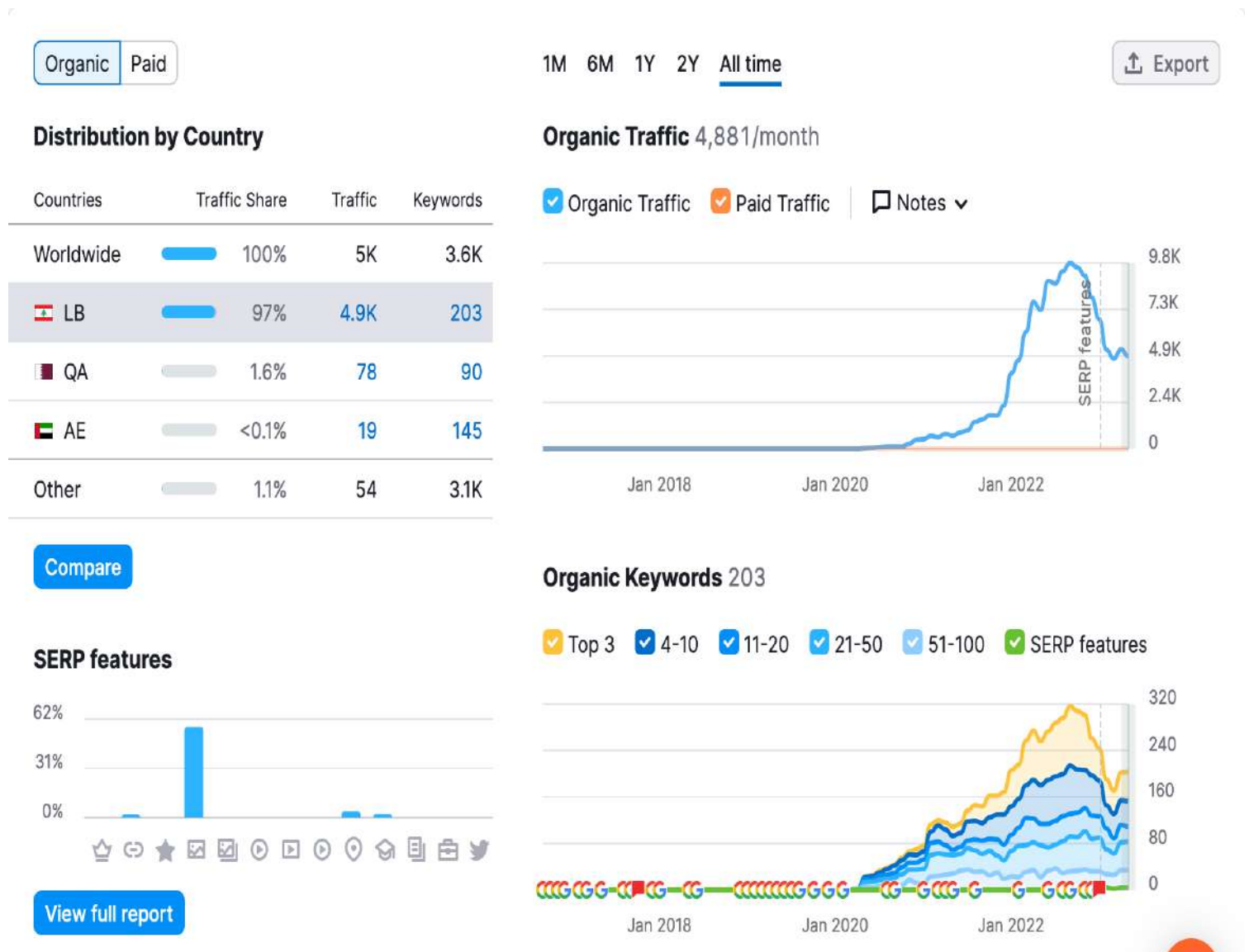


## Case Study #3: Page 1 Keywords In Google ArchPrint



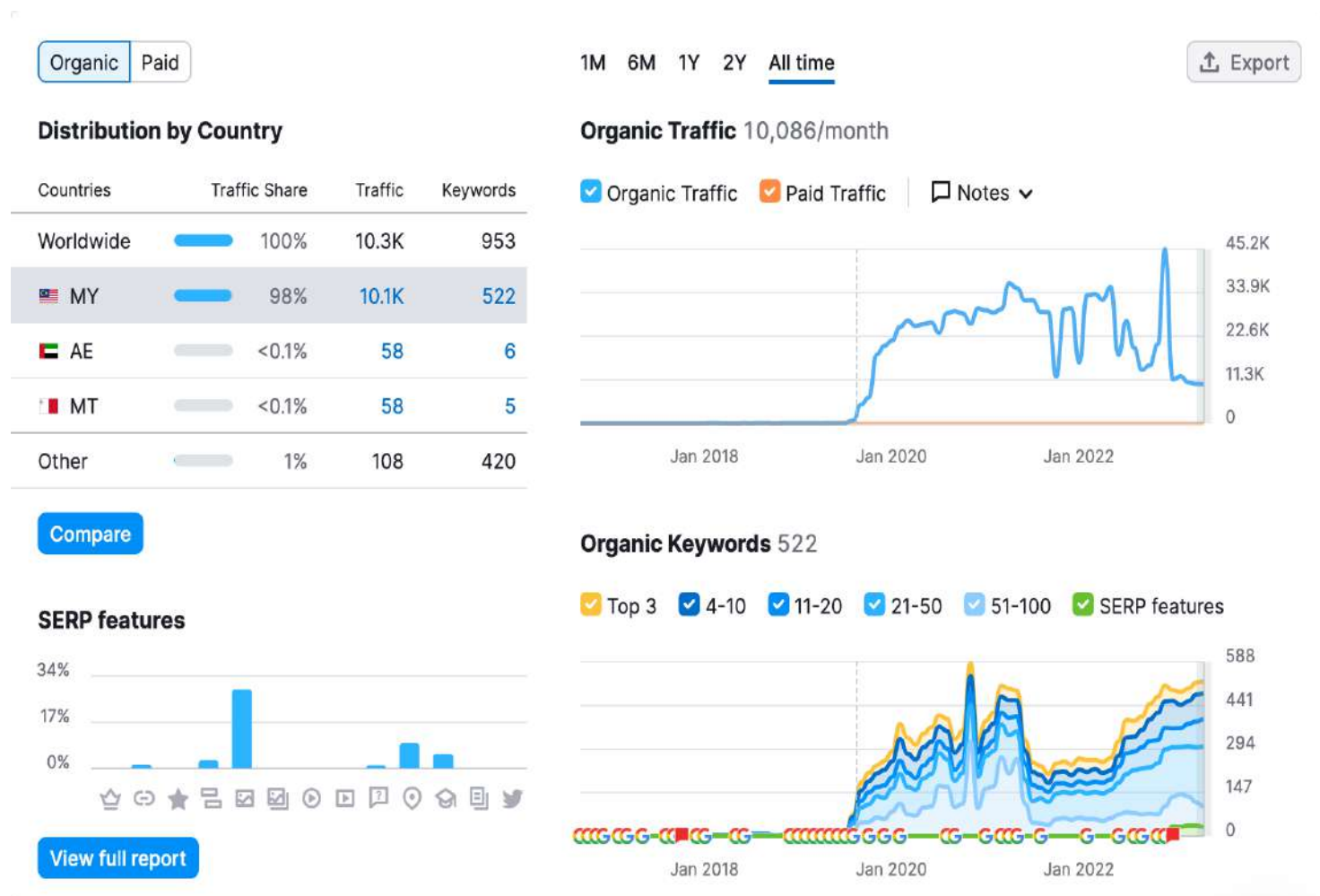
As shown above I was able to make ArchPrint rank on the first page of Google at and let it be the first result that customers see when they look for their services.

# Organic Traffic (Smart Security):



These graphs clearly show the Organic traffic that was driven to Smart Security website. It shows how their organic traffic skyrocketed between 2021 and 2022. It also shows how it started to decline after my contract with them was finished because they did not maintain their SEO properly.

## Organic Traffic (ArchPrint) :



The above report shows how the traffic to ArchPrint spiked in the period that I was managing the SEO optimization for them but the drop was because me and the management did not agree to adopt SEO best practices that I had suggested. But despite that they were still in the top 3 results when it came to organic keywords.

## Website addresses for your reference.

<https://smartsecurity-lb.com>

<https://www.archprint.com.my/>