

SEO/SEM Case Study

By examining the case study below, you will find details of my recent work on SEO and SEM.

Since my work over the past 6 years focused on enhancing the online presence of different businesses, the best way to demonstrate it is to test results on the 1st page of Google. Every case below includes a bullet list of keywords to test online.

I've used SemRush tool to show changes in online traffic during the time when I was in charge of SEO/SEM development and management.

1. OYA Solar

I have been working at OYA Solar as a Digital Manager since January 2020. My job responsibilities include but are not limited to managing multiple web properties, developing and executing online strategies, organic traffic growth, paid campaign management, conversion optimization, lead generation, and more.

Type one of the following keyword phrases into the Google search bar and find results appear on the 1st page:

- “leasing land for solar farm” - find a result for oyasolar.com
- “solar farm land lease” - find a result for oyasolar.com
- “community solar near me” - find a result for oyasolar.com

The chart below demonstrates the changes in organic research for oyasolar.com since I have started managing the company's online strategies.



Overall my work achievements with OYA Solar for the past 5 months include: multiple 1st page Google results, 198% organic research increase, 3116% increase in the number of non-branded keywords, 62% conversion rate increase in organic traffic, 345% increase in the website cost, 91% increase in the number of keywords.

2. The UCDA

For more than 1 year, I have worked at the UCDA as a Digital Strategist. My work has included managing multiple web properties, online strategy development and implementation, conversion optimization through GTM, mega site optimization, Google Ads and FB Ads.

Type one of the following keyword phrases into the Google search bar and see results appear on the 1st page:

- “cars for sale Ontario” - find a result for ontariocars.ca
- “used cars Toronto” - find a result for ucda.ca
- “track driving Ontario” - find a result for blog.ontariocars.ca
- “cheap car to maintain” - find a result for blog.ontariocars.ca
- “truck driving on the beach” - find a result for blog.ontariocars.ca

The chart below shows a significant increase in website traffic growth (www.ontariocars.ca) while I was working at UCDA:



Overall achievements with the UCDA include: 1st page on Google, over 100% growth in organic traffic, over 400% increase in leads growth, decrease CPC (cost per click) to \$0.43 per click.

3. The Printing House

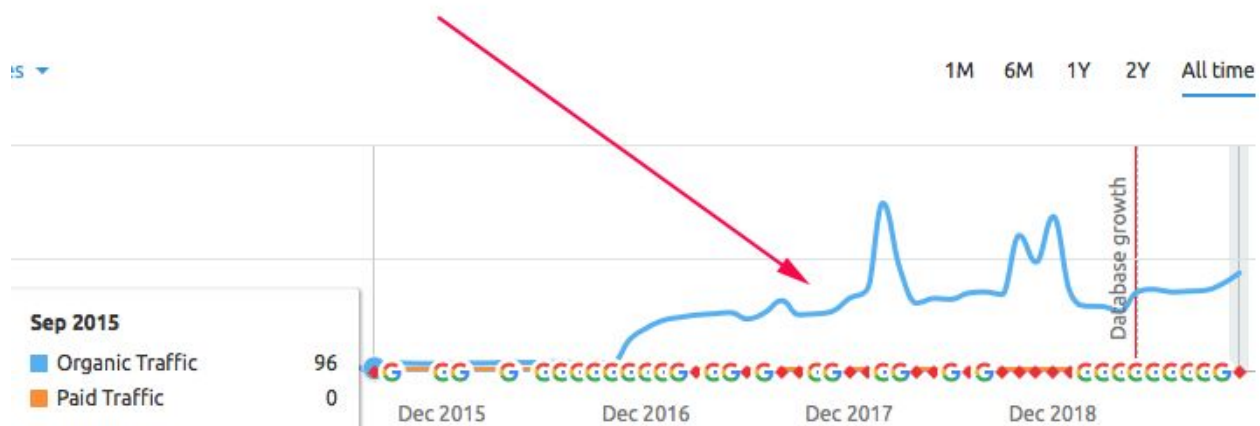
I have worked at TPH as a Digital Strategist for more than 4 years. My responsibilities include overseeing the company's online presence, SEO/SEM strategy development and implementation, local SEO development, Google Ads development and implementation, website content optimization.

Type one of the following keyword phrases into the Google search bar and see results on the 1st page:

- “decorative printing” - find a result for tph.ca *
- “printing near me” - find a result for tph.ca
- “printing services” - find a result for tph.ca

*Decorative Printing was my last project with TPH which included online strategy development and implementation of a new line of products. If you search for “decorative printing” in Google, it shows a great result on the 1st page.

The chart below shows the website traffic growth (www.tph.ca) when I was working on the location optimization campaign.



Overall achievements with The Printing House are: 1st page on Google, over 100% growth in organic traffic, more than 60% decrease in Google Ads cost.

The process of achieving results includes all aspects of SEO/SEM including:

1. Research and analysis
2. Planning
3. Development
4. Implementation
5. Monitoring and measuring
6. Optimization

In addition, I have extensive project management experience including all phases of project development, such as initiation, planning, execution, monitoring, and closing.

You are welcome to read reviews from my employers on my LinkedIn profile by following this link:

<https://www.linkedin.com/in/pixelandcolor/>

Looking forward to discussing with you how my skills and experience can be useful to your business.

Sincerely,

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