



Glimmers Point
A Solution of Web

SEO CASE STUDIES PORTFOLIO

Real Results, Real Growth – Proven Success Stories

TECHNICAL SEO


ON-PAGE OPTIMIZATION


CONTENT STRATEGY


LINK BUILDING

LOCAL SEO

ANALYTICS

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— INTRODUCTION

Our SEO Expertise & What You'll See

We drive measurable growth with ethical, data-led SEO strategies tailored to your business goals. In this deck, we showcase real results from our portfolio across diverse markets.

Discover > Optimize > Build > Measure > Scale



Global Reach

5 comprehensive case studies spanning clients in the USA, UAE (Dubai), and India, demonstrating our international SEO capabilities.



Data-Driven Results

Showcasing real keyword ranking improvements, organic traffic growth, and engagement metrics.



Full Transparency

Detailed look at client challenges, our strategic approach, and direct client feedback/testimonials.



Holistic Strategy

Integrating Technical SEO, On-Page Optimization, Content Strategy, and high-quality Link Building for sustainable growth.

— CASE STUDY 01


Boyle Pfeiffer

USA | Victorian & Vintage Jewelry


WEBSITE

 **boylepf.com**

CLIENT

 **Alicia Boyle**

DURATION

 **18+ Months**

KEYWORD GROWTH

 **5 → 10 Focus**

"As we have a revolving inventory, I hate to aim just for one specific time period... This will make it harder to get to the front of search... Thanks so much! I leave all this in your capable hands!"

— **Alicia Boyle, Client**

! Initial Situation & Challenges

- **Generic Competition:** Operating in highly competitive "jewelry" categories beyond just engagement rings.
- **Content Issues:** Previous SEO work left "keyword stuffing" on front pages that needed cleanup.
- **Inventory Complexity:** Revolving unique inventory made static keyword targeting difficult.

🎯 Target Keywords

Victorian Jewelry

Vintage Jewelry

Antique Jewellery

Victorian Antique Rings

Vintage & Antique Jewelry Online

Estate Jewelry

⚙️ Our Strategy

- **On-Page Overhaul:** Fixed meta tags, ALT tags, and page speed across the catalog.
- **Technical Setup:** Proper Google Analytics (GA) & Search Console verification.
- **Content Optimization:** Refined product/page content to be natural and informational, removing legacy spam.

Boyle Pfeiffer — Rankings & Outcomes

18+ MONTHS ONGOING

Work Strategy Highlights

- › **Comprehensive Technical Fixes:** Resolved critical on-page errors, improved site speed, and structured data implementation.
- › **Content Optimization:** Refreshed category & product descriptions to remove legacy spam while maintaining keyword relevance.

Key Outcomes

- › **Keyword Expansion:** Successfully ranked for 10+ high-value terms beyond original scope (Top 10 & Top 3 positions).
- › **Traffic Quality:** Significant increase in qualified organic sessions and product views leading to sales.

Keyword Ranking Progression

Target Keywords	Initial Ranking	15-Jul-2021
Vintage and Antique Jewelry Online	38	1
Victorian Antique Rings	--	1
Antique Jewelry	77	3
Vintage Jewelry	--	3
Vintage Art Deco Jewelry	82	12
Estate Vintage & Antique rings	125	15
Victorian Jewelry	--	9
Vintage gemstone rings	--	25
Vintage Diamond Rings	--	29
Vintage engagement rings	--	96


Organic Traffic Growth




Seven Media

Dubai, USA, UK | Communications Agency


WEBSITE

 sevenmedia.ae


INDUSTRY

 Communications & PR

DURATION

 12+ Months

FOCUS MARKETS

 Dubai, USA, UK

About the Client: Seven Media is a leading communications agency in the Middle East, delivering impactful campaigns through PR, digital, social media, and creative production. They are global communication experts with a mission to gain quality media coverage and expand social engagement.

The Challenge

- **Intense Competition:** Navigating a region burgeoning with media agencies, needing to stand out as the most dynamic option.
- **Differentiation:** Innovating beyond traditional media strategies to establish a unique presence.
- **Visibility Goals:** Need for stronger SERP visibility to captivate both existing clients and prospects across multiple regions.

Target Keywords

social media agencies in Dubai

PR agency Dubai

Best social media agency in Dubai

PR agency Abu Dhabi

UAE PR agencies

social media company in Dubai

Our Strategy

- **Holistic Approach:** Revamped approach leveraging digital innovations and brand storytelling.
- **Authority Building:** High-quality link acquisition from bookmarking, guest posting, and classified ads.
- **On-Page Optimization:** Complete fix of meta tags, ALT tags, page speed, and Search Console verification.

Seven Media — Strategy & Outcomes

12+ MONTHS ONGOING

Multi-Faceted Strategy

- › **Deep Analysis & Link Building:** High DA backlinks via guest posting, web 2.0, and competitor link gap analysis.
- › **Comprehensive On-Page SEO:** Fixed meta tags, optimized site speed, improved ALT tags, and verified Search Console integration.

Transformational Outcomes

- › **Engagement & Traffic:** 60% increase in client engagement and 50% boost in overall website traffic.
- › **Social Growth:** Social media interactions doubled, significantly enhancing digital campaign visibility.

SemRush / GA Traffic Growth

https://sevenmedia.ae/

Root Domain

Search

Projects > Domain Overview

User ma

Domain Overview: sevenmedia.ae

Worldwide US UK DE Desktop May 12, 2024 USD

Overview Compare domains Growth report Compare by countries

Authority Score

20

Organic Search Traffic

323 +0.9% View details

Paid Search Traffic

The domain may be new or not ranking right now. To get data on paid traffic, create a Position Tracking campaign.

Go to Position Tracking

Backlinks

101.4K

Semrush Domain Rank 7.8M

Keywords 130

Referring Domains

Keyword Rankings (Dubai/UAE)

Keyword	URL	Initial Ranking	27 Nov	24 Apr	1 May
PR agency Dubai	https://sevenmedia.ae/	14	15	14	14
Dubai PR	https://sevenmedia.ae/	20	18	20	17
pr companies in dubai	https://sevenmedia.ae/	13	14	13	15
PR agencies in Dubai	https://sevenmedia.ae/integrated-pr/	16	19	16	15
PR agency in Dubai	https://sevenmedia.ae/	16	17	13	13
PR agencies Dubai	https://sevenmedia.ae/	17	16	13	13
top pr agencies in dubai	https://sevenmedia.ae/	23	25	20	20
pr company dubai	https://sevenmedia.ae/	14	14	11	10
PR agencies in UAE	https://sevenmedia.ae/	15	16	15	15
PR Dubai	https://sevenmedia.ae/	17	15	15	17
best pr agencies in dubai	https://sevenmedia.ae/	16	20	14	15
Best PR agency Dubai	https://sevenmedia.ae/	10	11	13	13
Dubai PR agency	https://sevenmedia.ae/	15	17	14	14
pr in dubai	https://sevenmedia.ae/	35	19	22	21
best pr agencies dubai	https://sevenmedia.ae/	12	15	17	17

Google USA, interface language: English

Keyword	URL	Initial Ranking	27 Nov	24 Apr	1 May
PR agency Dubai	https://sevenmedia.ae/	22	26	26	22
Dubai PR	https://sevenmedia.ae/	76	84	101	60
pr companies in dubai	https://sevenmedia.ae/	--	21	27	28
PR agencies in Dubai	https://sevenmedia.ae/	29	38	32	30
PR agency in Dubai	https://sevenmedia.ae/	20	26	27	27
PR agencies Dubai	https://sevenmedia.ae/	33	37	27	28
top pr agencies in dubai	https://sevenmedia.ae/	70	63	48	47


Twelve12

Orange County & Los Angeles | Digital Marketing


WEBSITE

 twelve12.com

INDUSTRY

 Branding & Marketing

DURATION

 1.5+ Years

LOCATION

 USA (California)

"In the bustling digital landscape of Orange County, standing out requires more than just a message; it demands an unforgettable presence. We have firmly established ourselves as a distinguished brand, renowned for pushing the boundaries."

— Twelve12 Team

The Challenge

- **Differentiation:** Needed to stand out among top-tier agencies in a saturated market (LA & OC).
- **Brand Messaging:** Required sharper edge to cut through noise and resonate with target audience.
- **Visibility Gap:** Online visibility didn't reflect their true potential despite offering premium services.

Target Keywords

Digital Marketing Company USA

SEO Agency in USA

Brand Marketing USA

Digital Marketing Agency Los Angeles

Orange County Digital Marketing Firm

Top Digital Marketing Agencies CA

Work Strategy

- **Technical & UX:** Optimized website for better search rankings and user experience with latest tools.
- **Media Strategy:** Reevaluated media reach across social, email, and paid channels for highest ROI.
- **Authority Building:** High-DA link building via guest posts, PR, video submission, and competitor analysis.

Twelve12 — Results & Evidence

1.5+ YEARS ONGOING

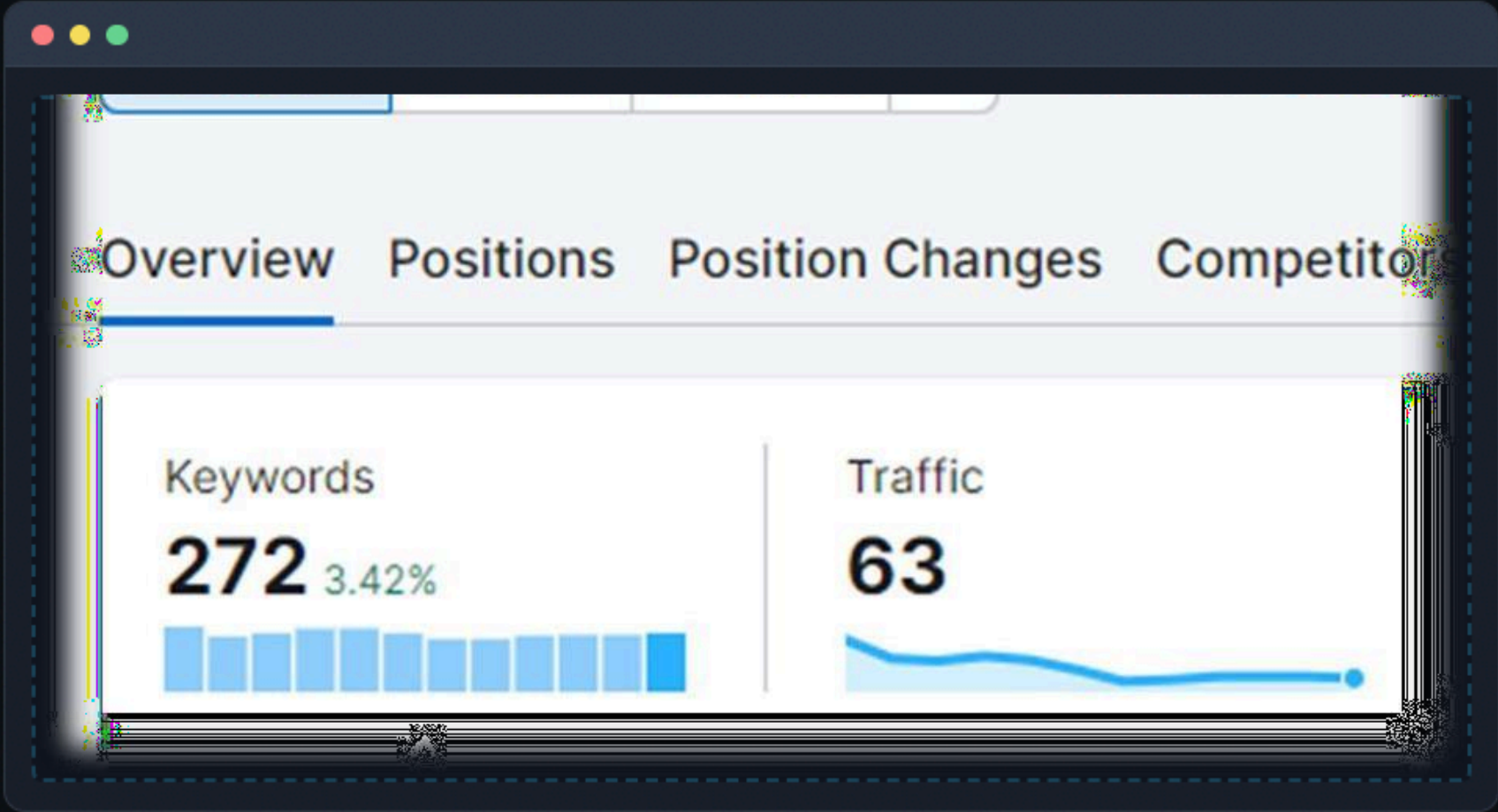
Impact & Achievements

- **Organic Traffic Surge:** Achieved significant growth in organic website sessions, driven by targeted SEO strategies on core service pages.
- **Brand Positioning:** Successfully redefined Twelve12 as a distinguished beacon in digital marketing, moving beyond just branding.

Engagement Metrics

- **Higher Engagement:** Improved engagement rates across social platforms due to compelling, data-driven content strategies.
- **Inquiry Quality:** Clearer brand messaging attracted higher-quality leads and enhanced customer loyalty.

Organic Sessions Growth



Keyword Ranking Positions

Keyword	Intent	Position	SF	Traffic	Traffic %	Volume	KD %	URL
marketing agency orange county	C	5	5	48	9.14	590	59	www.twelve12.com/
ad agencies orange county ca	C	5	5	42	8.00	320	58	www.twelve12.com/
marketing orange county	C	3	3	27	5.14	210	59	www.twelve12.com/
orange county branding agency	C	2	2	22	4.19	170	63	www.twelve12.com/

Frosty Dive — Analytics & Outcomes

12 MONTHS CAMPAIGN

Target Keywords Focus

- water chiller for bathtub
- portable cold plunge with chiller
- 1/2 hp water chiller
- water chiller for ice baths
- best water chiller

Campaign Outcomes

- Lead Generation:** Significant increase in qualified leads for premium water chiller products.
- Market Positioning:** Established Frosty Dive as a top authority for cold plunge therapy solutions in the US market.

Analytics Overview (Leads & Traffic)



Keyword Ranking Movement

Google.com									
Keywords	Initial	25	5/30/2025	6/6/2025	6/13/2025	6/20/2025	6/27/2025	7/4/2025	7/11/2025
ducts/water-chiller									
ice bath chiller			9	9	6	6	7	7	8
cold plunge chiller			12	13	18	16	12	12	10
water chiller for ice bath			10	8	6	6	4	6	6
water chiller for cold plunge			11	11	8	8	6	6	6
cold plunge water chiller			12	10	7	10	8	10	8
chiller for cold plunge			12	13	9	14	12	12	14
cold plunge with chiller			12	12	12	12	8	14	14
water chiller			47	38	38	15	12	12	14
ducts/elite-ice-barrel									
ice barrel			13	13	13	13	10	10	16
cold plunge barrel			14	14	14	14	12	12	10

Kaplan Overseas

India | Education Consultancy

WEBSITE

 kaplanoverseas.com


TARGET AREA

 Ambala, India

FOUNDED

 2005

FOCUS

 Study Abroad

"Parveen Kumar stepped in, deploying comprehensive SEO and digital marketing strategies that resulted in a significant boost in organic traffic and improved engagement across social media platforms."

— Kaplan Overseas Team

Critical Issues & Challenges

- **Low Organic Traffic:** Website struggled to attract organic visitors, impacting lead generation.
- **Poor Local Visibility:** Despite being a well-known brand, Kaplan was invisible in local search results.
- **Weak Engagement:** Social media platforms had low interaction rates, failing to connect with students.

Target Keywords

Overseas Education Consultants

IELTS Coaching Ambala

TOEFL Institute In Ambala

Best Duolingo Coaching Classes

PTE Coaching Centre

Study Visa Consultants

Our Solutions

- **Local SEO:** Optimized Google My Business, built citations, and managed reviews for local dominance.
- **Content Strategy:** Created high-quality blogs on visa topics and test prep to drive organic traffic.
- **Social Revamp:** Launched targeted campaigns and community-building initiatives to boost engagement.

Kaplan Overseas — Outcomes & Proof

LOCAL SEO SUCCESS

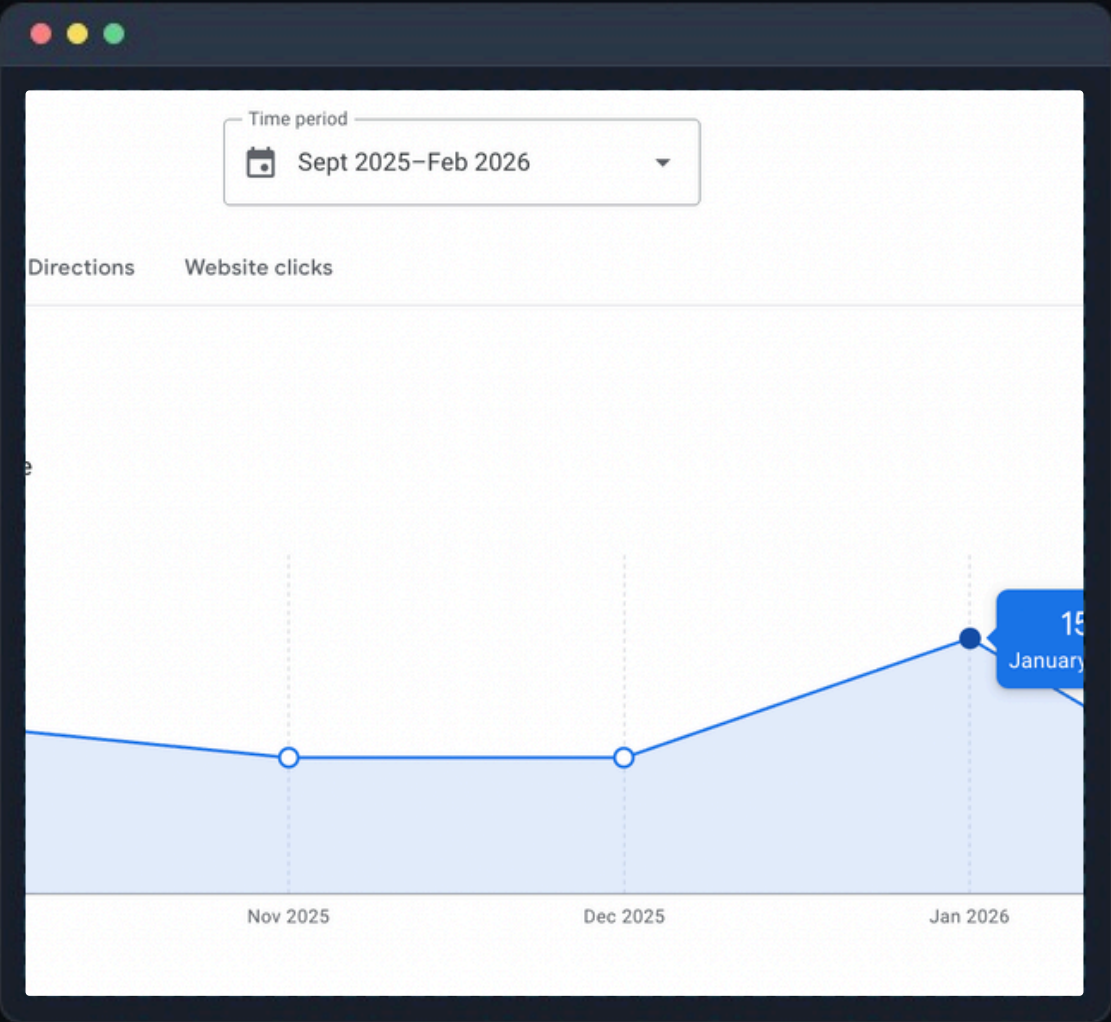
Targeted Solutions

- Local Domination: Optimized GMB profile and built citations on relevant directories to capture "near me" traffic.
- Content Revamp: Created high-value blog posts on visa topics to attract organic traffic and build authority.

Measurable Impact

- Rankings & Traffic: Achieved top positions for "IELTS/PTE coaching" queries, driving significant organic growth.
- Engagement: Enhanced social media presence led to higher inquiry rates and stronger community trust.

Local Visibility



Keyword Rankings

Keywords	15th Jan	11th Mar	18th Mar	22nd A
Best Duolingo Coaching Classes Ambala	1	1	1	1
TOEFL Institute In Ambala	1	1	1	1
TOEFL coaching in Ambala	1	1	1	1
overseas education consultants in Ambala	27	8	8	2
TOEFL Classes In Ambala	-	1	1	1
Duolingo Test Preparation Coaching Center Amb	1	1	1	1
DUOLINGO Entrance Exam Coaching Institute A	1	1	2	3
education consultants in Ambala	-	22	19	4
Best IELTS coaching centre in ambala	13	6	5	5
Best PTE coaching centre in Ambala	9	6	5	6
best IELTS institute in Ambala	5	5	3	5
IELTS Coaching In Ambala	21	13	13	7
PTE Coaching In Ambala	12	9	9	8
Best PTE Coaching In Ambala	12	9	9	5
PTE Institute in Ambala	10	6	5	12
PTE Classes In Ambala	15	6	7	8

GBP Keywords Ranking

Keywords	SEPT
Best Duolingo Coaching Classes Ambala	1
TOEFL Institute In Ambala	1
TOEFL coaching in Ambala	1
overseas education consultants in Ambala	8
TOEFL Classes In Ambala	1
Duolingo Test Preparation Coaching Center Ambala	2
DUOLINGO Entrance Exam Coaching Institute Ambala	1
education consultants in Ambala	8
Best IELTS coaching centre in ambala	8
Best PTE coaching centre in Ambala	6
best IELTS institute in Ambala	7



THANK YOU

LET'S GROW ORGANICALLY

Partner with Glimmers Point to unlock measurable, compounding growth through ethical and data-driven SEO strategies.



Multi-Market Success (USA • UAE • India)



Ethical "White Hat" SEO



Measurable ROI Focus

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