



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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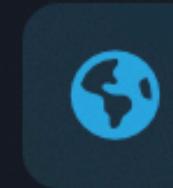
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— INTRODUCTION

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.

Boyle Pfeiffer

USA | Victorian & Vintage Jewelry

WEBSITE

 boylerpf.com

DURATION

 18+ Months

CLIENT

 Alicia Boyle

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

➊ 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.

➋ Target Keywords

Victorian Jewelry

Vintage Jewelry

Antique Jewellery

Victorian Antique Rings

Vintage & Antique Jewelry Online

Estate Jewelry

➌ 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

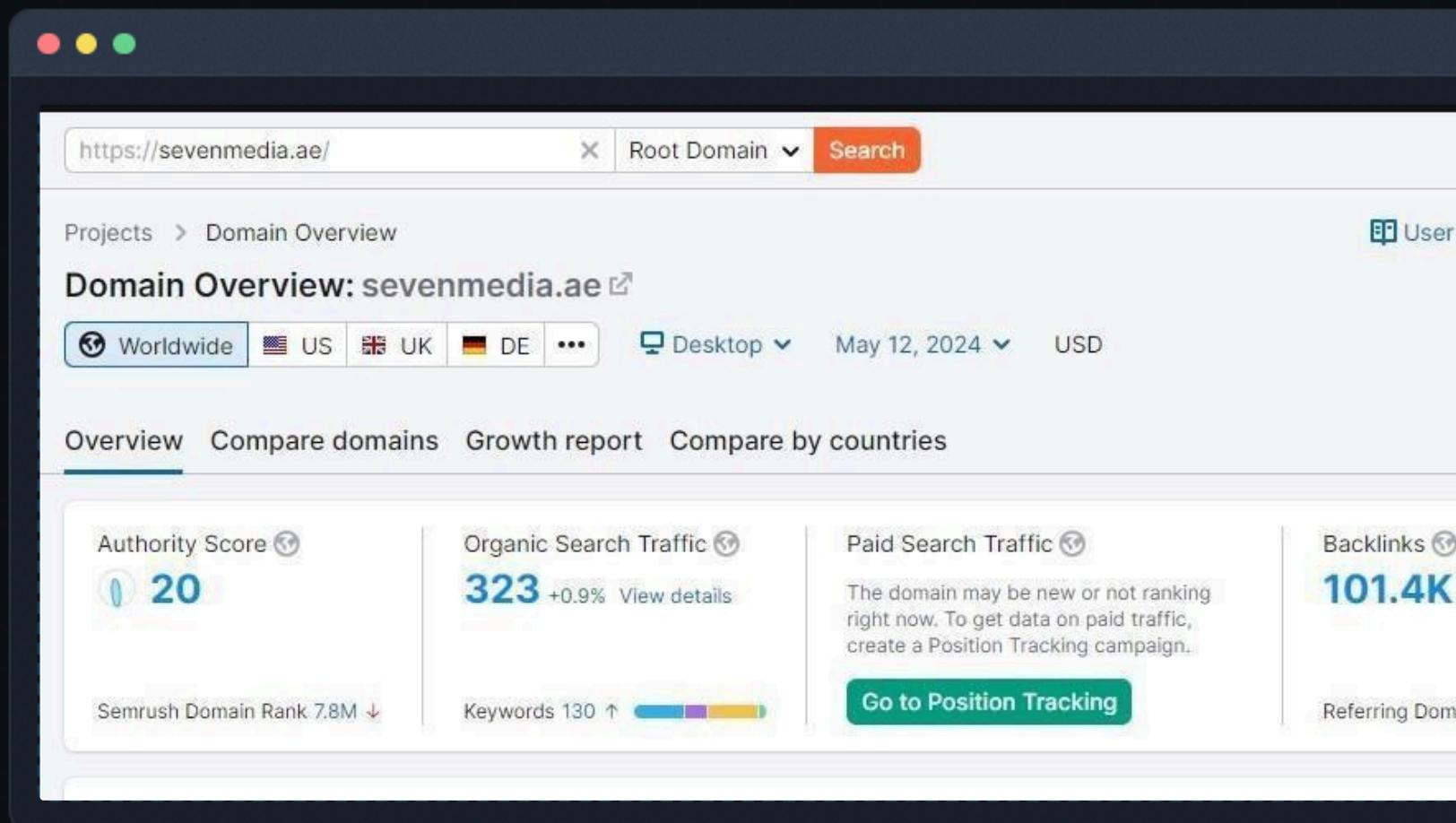
☰ Multi-Faceted Strategy

- **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



☒ 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

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

DURATION

 1.5+ Years

INDUSTRY

 Branding & Marketing

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

❷ 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

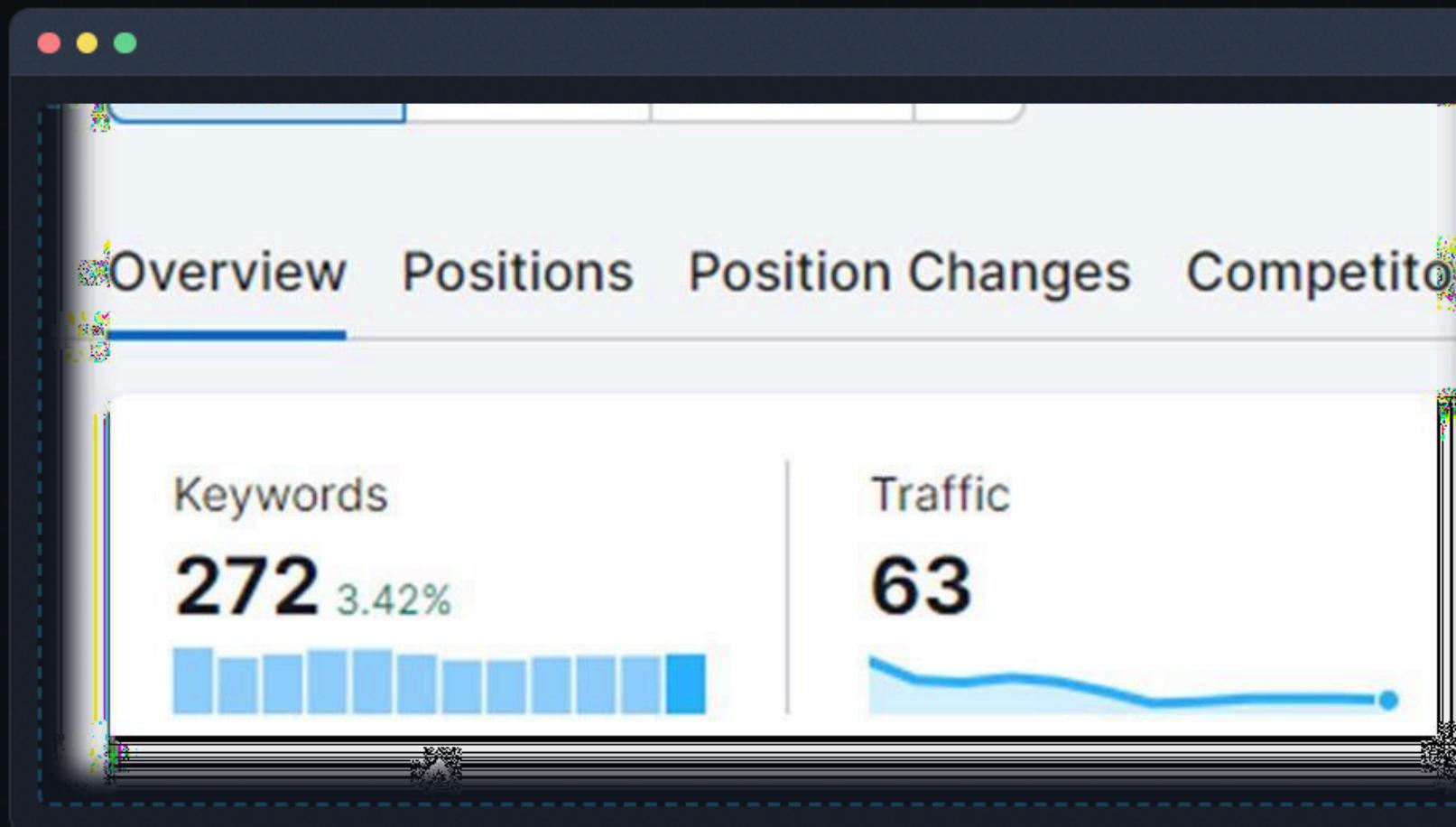
① Impact & Achievements

- › **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.

② 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.

③ Organic Sessions Growth



④ Keyword Ranking Positions

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

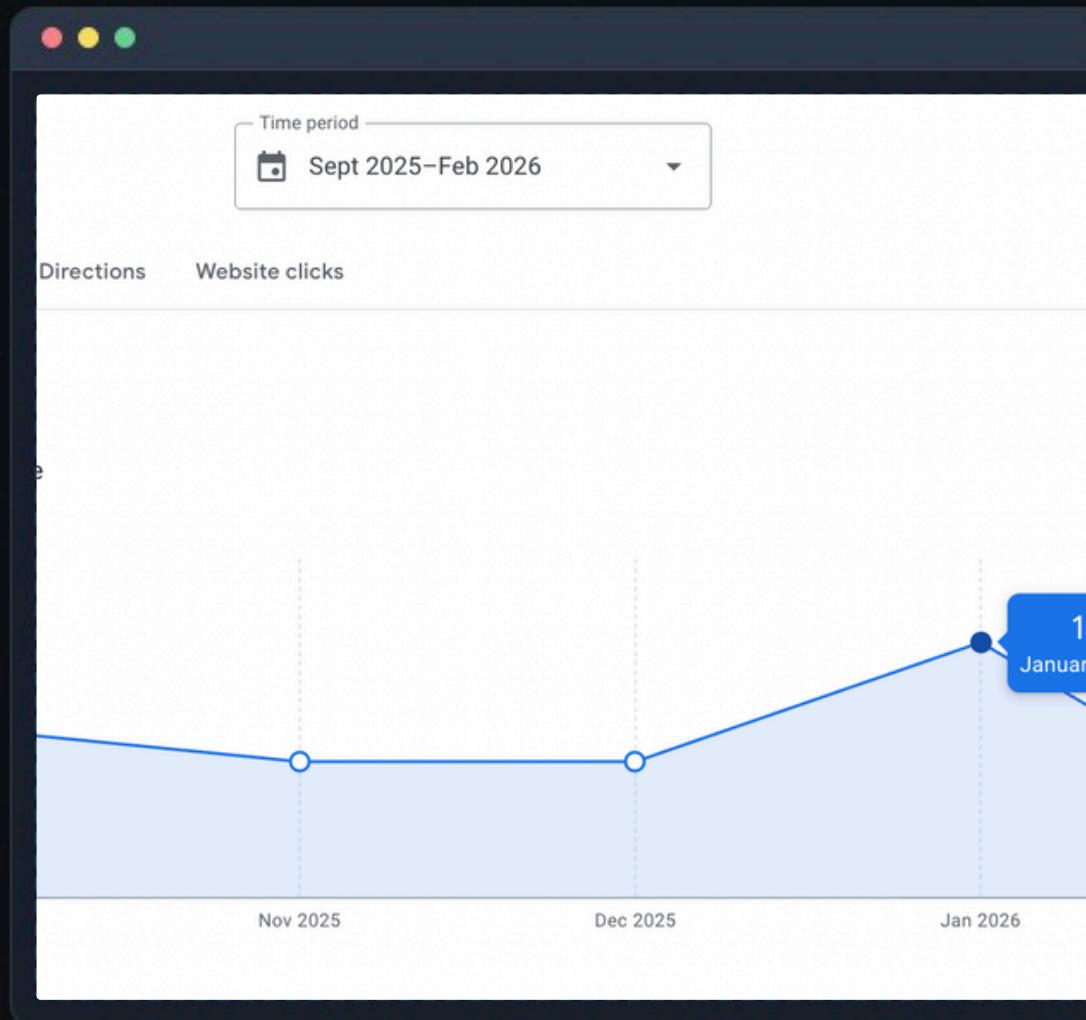
◎ Targeted Solutions

- › **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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