



Glimmers Point
A Solution of Web

• DIGITAL MARKETING AGENCY

SEO PORTFOLIO

Driving sustainable organic growth & #1 rankings across
USA, Canada, UK, UAE, Australia, India & more



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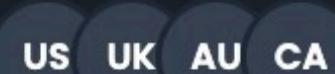
About Glimmers Point



Your Committed Partner for Measurable Online Growth

At Glimmers Point, we are more than a digital marketing agency; we are strategic partners dedicated to your success. Our mission is to empower businesses with sustainable organic visibility that drives real revenue.

By blending technical expertise, innovative content strategies, and ethical practices, we help brands dominate search results locally and globally.



Serving clients globally



Strategy & Innovation

Data-driven strategies tailored to your unique business needs, combining creativity with analytical precision.



Organic Growth

Focus on sustainable, long-term ranking improvements that survive algorithm updates and drive consistent traffic.



Technical Excellence

Deep technical SEO capabilities ensuring your site structure, speed, and schema meet modern search standards.



Dedicated Team

Experienced experts who view every client as unique, providing personalized attention and transparent communication.

SEO Capabilities



Comprehensive Solutions

⚙️ Technical SEO

- Site audits & architecture analysis
- Indexation & crawl budget optimization
- Core Web Vitals & speed performance
- Schema markup & structured data

✍️ Content SEO

- Topical authority mapping & planning
- Content briefs & optimization
- Entity-based SEO strategy
- Content refresh & gap analysis

📄 On-Page SEO

- Keyword research & mapping
- Internal linking structures
- Meta tag & header optimization
- UX copywriting & engagement

🔗 Authority & PR

- White-hat link earning campaigns
- Digital PR & brand mentions
- Thought leadership placement
- Competitor backlink analysis

★ Specialized Focus

📍 Local SEO

GMB optimization, NAP consistency, local citations & reviews

🌐 International SEO

Hreflang implementation, language/locale targeting strategy

🛒 E-commerce SEO

Faceted navigation, product schemas, feed hygiene

📊 Analytics & CRO

GA4/GSC reporting, dashboards, forecasting, conversion testing

Industries We Serve



Diverse Sector Experience



Sports & Education

Training camps, schools & recruitment



Healthcare

Medical clinics, weight loss & therapy



IT & SaaS

Tech consulting, software & outsourcing



Beauty & Salons

Hair salons, makeup artists & aesthetics



HVAC & Home

Air conditioning, repair & maintenance



Government

Regulatory bodies & public sector



Logistics

Courier services & transportation



Real Estate

Property investment & agencies



Travel

GLIMMERS POINT LLP • EXTENSIVE INDUSTRY EXPERIENCE



Recruitment

M&A rentals, tourism & experiences
Teacher placement & job agencies



Finance

Forex investing & financial consulting



Marine

Boat supplies, knots & sales



Football Camps

✉ <https://www.footballcamps.com/> | ❤ Sports & Education



30,000+

MONTHLY ORGANIC VISITS

⚠ THE CHALLENGE

Highly saturated keywords in a competitive market. New content pages weren't indexing fast enough, and visibility for precise searches was low.

✓ OUR SOLUTION

Implemented technical fixes for crawl/indexing issues. Launched a strategic topical blog hub to capture long-tail traffic. Amplified content via social media and optimized on-page elements for major head terms.

🔑 RANKING KEYWORDS

Football Camps

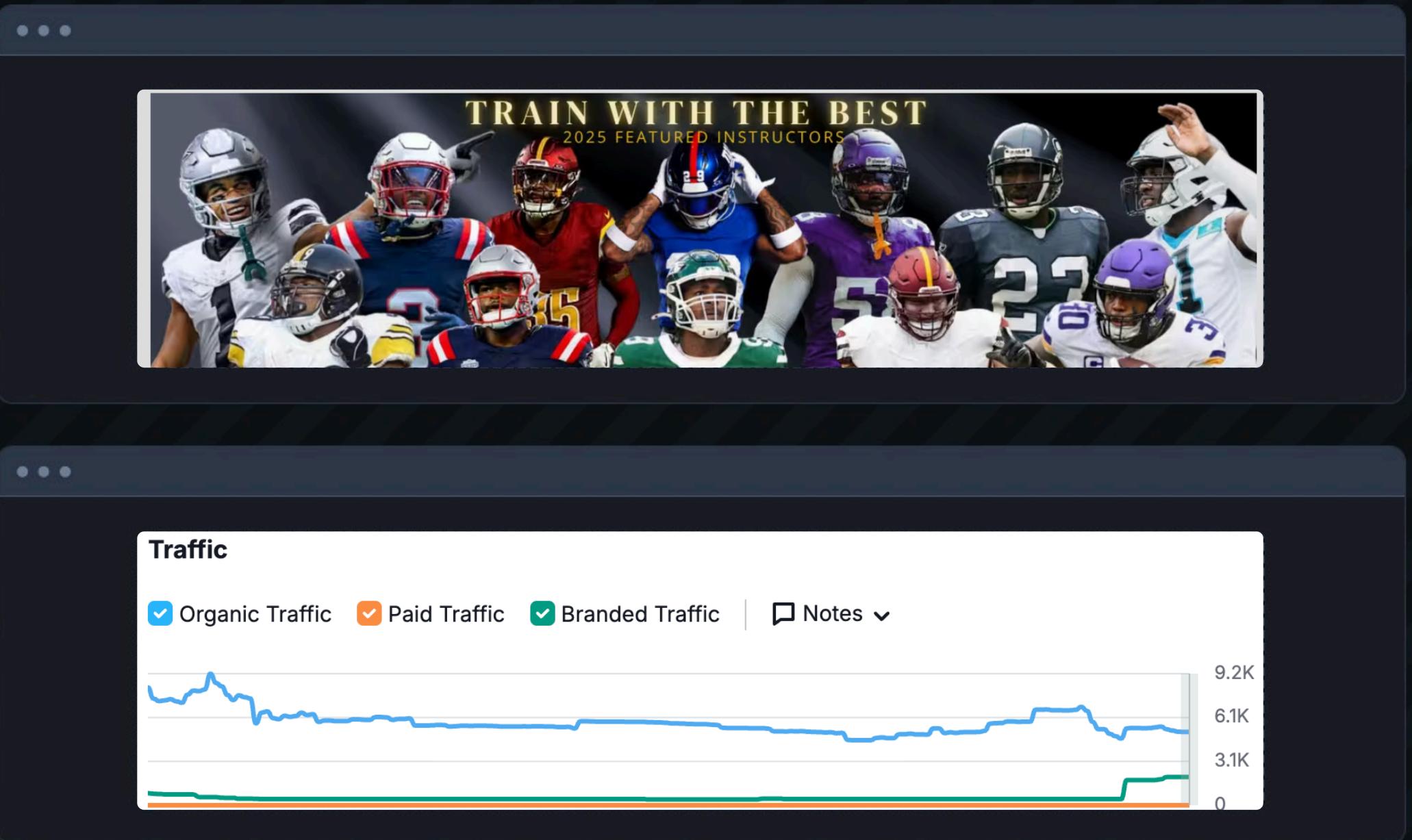
Youth Football Camps

High School Football Camps

Football Camps Texas

Football Camps Washington

Sports International



"First page presence on Google against major keywords, with 30,000 visits from Google searches alone."

Cherry Creek Medical Weight Loss

@ <http://www.cherrycreekmedicalweightloss.com> |  Healthcare & Wellness



Page 1-2

RANKING FOR TARGETED TERMS

⚠ THE CHALLENGE

Low visibility for generic and program-specific terms. The site had negligible ranking presence prior to SEO implementation and needed to establish authority in a medical niche.

✓ OUR SOLUTION

Executed on-page rearchitecture and E-E-A-T signal enhancement. Implemented local SEO strategies focusing on Denver area and refreshed content for medical relevance.

🔑 RANKING KEYWORDS

Phentermine Programs Denver

Optifast Program Denver

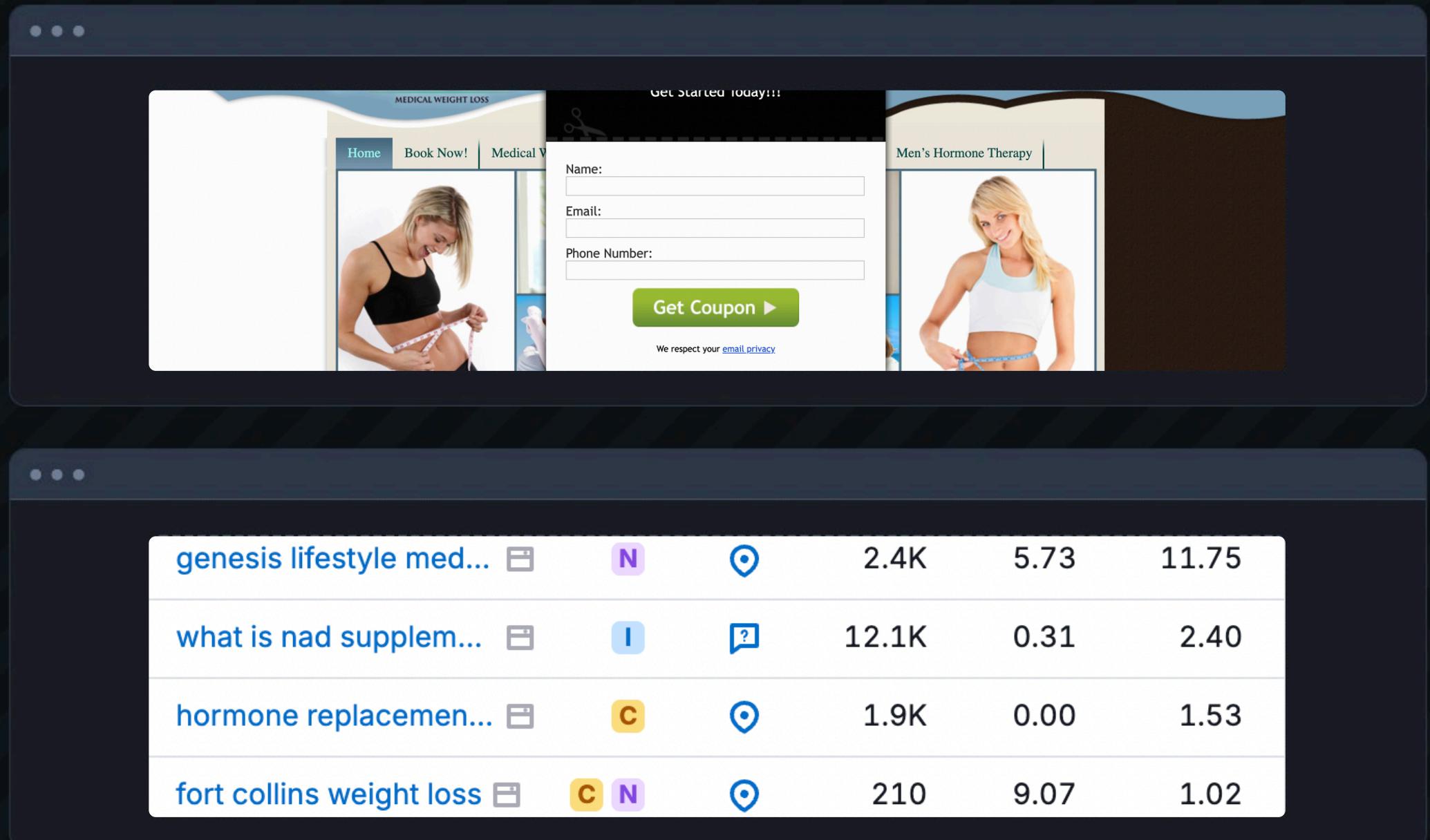
Optifast Clinic Denver

Optifast Diet Denver

Mens Hormone Therapy

Weight Loss Clinic Denver

"Improved Alexa Ranking significantly. Achieved first 5 pages for generic keywords and Page 1-2 for specific targeted terms."



Global Point IT Consulting

✉ <http://www.globalpointllc.com> | 🏠 IT Services & Consulting

💡 THE CHALLENGE

Competing against well-established IT consultancies in the crowded Chicago market. The goal was to improve web placement and capture local B2B traffic.

✓ OUR SOLUTION

Implemented rigorous service-page optimization, built local authority via tech directories, and leveraged digital PR.

Focused on "IT Consultant" variants to drive high-intent local traffic.

🔑 RANKING KEYWORDS

IT Consultant Chicago

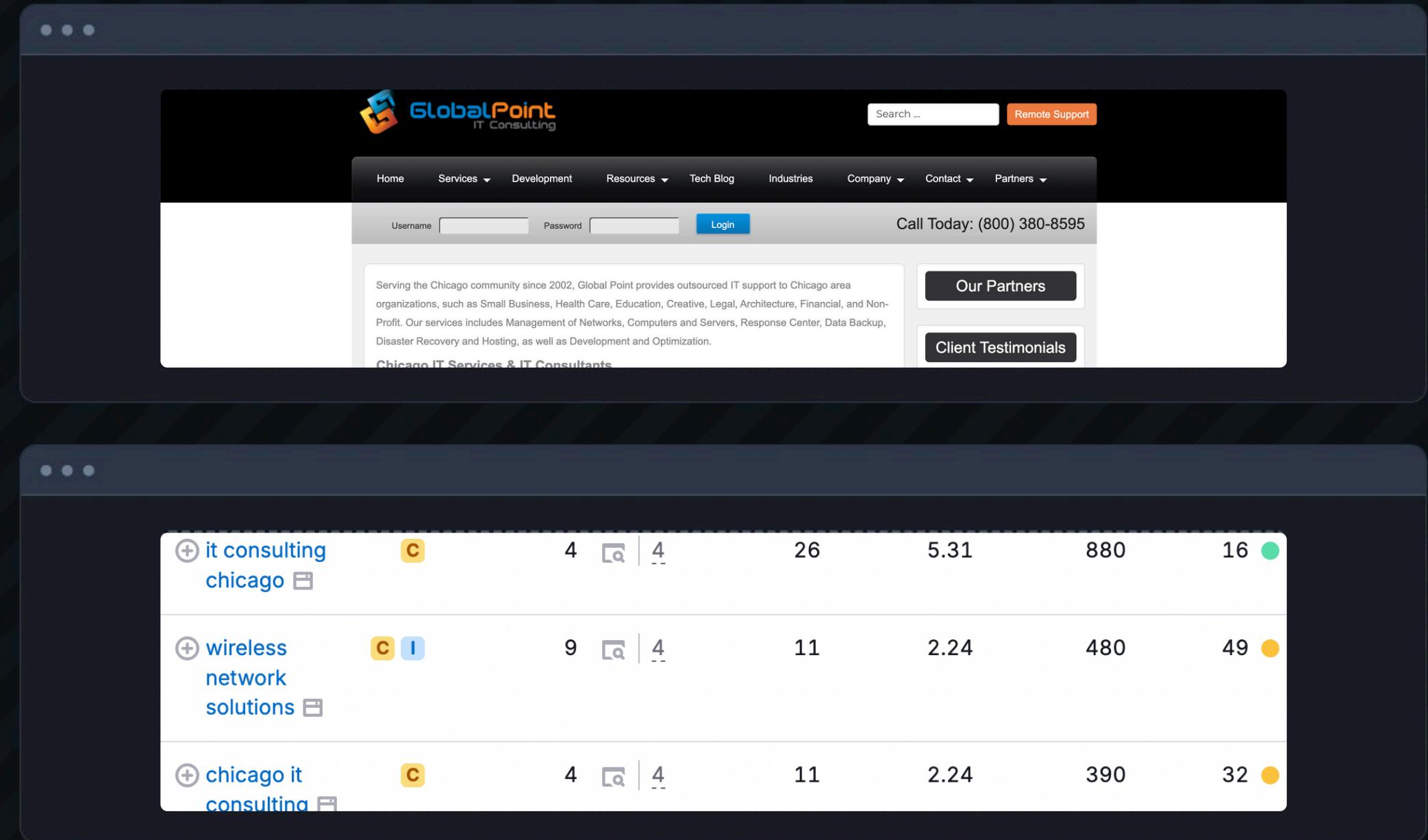
IT Consultants Chicago

Computer Support Chicago

Network Consulting

Tech Services IL

"Ranked very high in major search engines and received high traffic on the targeted keywords for the Chicago area."



Immunetree

☞ <http://immunetree.com> | ❤️ Health & Wellness Supplements

⚠ THE CHALLENGE

Compete organically in a strict, highly competitive wellness niche against synthetic medicine giants. Required establishing trust and authority for natural/organic solutions in a YMLY (Your Money Your Life) category.

✓ OUR SOLUTION

Implemented rigorous YMLY/E-E-A-T hardening strategies. Conducted thorough medical content review and optimization. Deployed structured data for products and reviews. Created authoritative content hubs to demonstrate deep topical expertise.

🔑 KEY SUCCESS AREAS

Natural Medicines

Organic Health Products

Colostrum Supplements

Immune Support

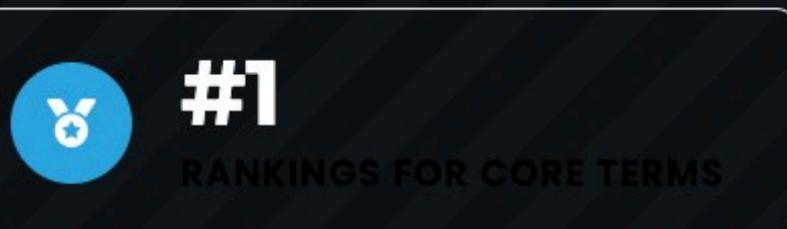
Natural Healing

Health & Wellness: Do something kind for your body and your wallet. [Buy Now](#)

Weight Loss & Fitness: Get in the best shape of your life with the highest quality supplements. [Buy Now](#)

Bundled Packs: Buy more products at once, and spend less. It's a win-win deal. [Buy Now](#)

Product	Reviews	Rating	Price	Stock	Link
immune tree colostrum	4	6	10.09	170	immunetree.com/colostrum-product/
colostrum 6	3	6	4.58	170	immunetree.com/shop/colostrum-6-5oz-powder/
colostrum6	4	6	3.66	170	immunetree.com/shop/colostrum-6-5oz-powder/



Tsiknaris Hair

✉ <http://www.tsiknarishair.com> | ✉ Beauty & Salon Services

⚠ THE CHALLENGE

Competing in a crowded Brisbane metro market for high-intent salon keywords against established competitors and directories. Need to capture local search intent effectively.

✓ OUR SOLUTION

Implemented location-specific landing pages, optimized services schema markup, developed a reviews strategy, and improved internal linking structure to boost local relevance.

🔑 RANKING KEYWORDS

Hairdressers Brisbane

Hairdresser Brisbane

Hair Salons Brisbane

Hairdresser New Farm

Award Winning Hairdresser

"Significant rank improvements across Brisbane metro head terms, driving consistent local traffic and bookings."

Ranking Keyword	Page Content Snippet	Page Rank	Click-Through Rate	Organic Traffic	Page ID
cooper hair	...	53	38.12	1.3K	29
golden red hair	...	29	20.86	720	26
golden copper hair	...	15	10.79	720	23
copper gold hair	...	13	9.35	320	17
reddish golden	...	7	5.03	170	19

Acson Air Conditioner

✉ <http://www.acson.com.my> | 🏠 HVAC & Home Services



#1

GOOGLE RANKINGS

⚠ THE CHALLENGE

Dominate both brand and generic air conditioner categories nationally. The client needed to secure top visibility for high-value queries in a competitive Malaysian market.

✓ OUR SOLUTION

Executed comprehensive technical clean-up and category page optimization. Implemented multilingual signals, enhanced content with FAQ schema, and optimized structure for local search intent.

🔑 MAJOR KEYWORDS

acson malaysia

acson air conditioner

ceiling cassette air conditioner

ceiling air conditioner malaysia

"Now the website is ranking at #1 in Google results for high-value queries, providing excellent national coverage."

The screenshot shows the Acson International Air Conditioners website homepage. The header features the company logo and navigation links for Home, Products Lineup, Media, Warranty Registration, Careers, About Acson, Contact Us, and News & Promotions. Below the header, a large red banner displays the text 'NEW PRODUCT' and shows images of various air conditioning units. The footer contains links to Acson e-Biz and a 'SHOP NOW' button.

Rank	Keyword	Page Type	Clicks	CTR	Impressions	Position	Page URL
1	acson aircond	N	1	2.3K	9.45	2.9K	28 store.acson.com.my/product-category/acson/air-conditioner/
3	aircond	I	3	1.9K	7.73	27.1K	26 store.acson.com.my/product-category/acson/air-conditioner/
1	acson malaysia hq selangor	N T	1	1K	4.23	1.3K	22 www.acson.com.my/contact-us/
1	acson malaysia	N	1	1K	4.23	1.3K	45 www.acson.com.my/
5	air cond	I	5	796	3.24	12.1K	26 store.acson.com.my/product-category/acson/air-conditioner/

Amanda Reid Makeup

✉ <http://www.amandareidmakeup.com> | 💄 Beauty Services



High Volume
LEAD GENERATION

⚠ THE CHALLENGE

Need to rank for highly competitive bridal makeup terms in the Toronto area. The market is saturated with established artists and agencies.

✓ OUR SOLUTION

Executed on-page targeting and local SEO strategies. Optimized content assets and portfolio pages to highlight expertise. Integrated PPC services for immediate visibility while building organic authority.

👑 PRIMARY RANKING KEYWORD

South Asian Bridal Makeup Artist

"...GLIMMERS POINT is in a different league to most outsourced teams we've worked with over the years. At this point, I would recommend GLIMMERS POINT to my friends..."

Scott Gallagher

The composite image displays the following elements:

- Top Right:** A circular icon with a blue arrow pointing up and to the right, labeled "High Volume" and "LEAD GENERATION".
- Top Center:** A screenshot of the Amanda Reid Makeup website. It features a logo with "AMR" and "AMANDA REID MAKEUP", a large image of a woman with colorful makeup, and a "ENTER" button.
- Bottom Center:** A screenshot of a search results table. The columns are "Keyword", "Intent", "Pos.", and "Volume". The data is as follows:

Keyword	Intent	Pos.	Volume
makeup artist makeup artists	C	📍	1.3K
artist makeup artist	I	📍	1.6K
makeup artist toronto	C	📍	480

- Bottom Left:** A testimonial quote from Scott Gallagher: "...GLIMMERS POINT is in a different league to most outsourced teams we've worked with over the years. At this point, I would recommend GLIMMERS POINT to my friends..."

ARC (Australian Refrigeration Council)

✉ <https://www.lookforthetick.com.au/> | 🏛 Government & Regulatory



National Reach
SEARCH VISIBILITY

⚠ THE CHALLENGE

Need to expand visibility of the licensed program across Australia. Ensuring businesses and individuals can easily find regulatory information and validate licenses online amidst search noise.

✓ OUR SOLUTION

Implemented a hybrid SEO & SEM strategy. Mapped high-intent search queries to authoritative regulatory content.

Optimized site structure for better discovery of license validation tools.

🔑 KEY TOPICS

Refrigeration License

Air Conditioning License

ARC Tick

License Check

LOOK FOR THE TICK WHEN INSTALLING OR REPAIRING YOUR AIR CONDITIONER, FRIDGE OR FREEZER

LEARN MORE

Keyword	Intent	Pos.	Volume	CPC (U...)
australian refrigeration council login	N T	6	720	0.00
australian refrigeration council login	N T	20	720	0.00
australian refrigeration council login	N T	57	720	0.00
australian refrigeration council login	N T	64	720	0.00

66

"I have found GLIMMERS POINT to be a very professional company...

Communication has been clear, concise and very professional. A

1031 Property

☞ <http://www.1031property.com/> | 🔍 Real Estate Investment

⚠ THE CHALLENGE

Targeting high-value, time-sensitive searches with strict compliance language (IRS constraints). Needed to connect investors with specialists while competing for competitive financial terms.

✓ OUR SOLUTION

Implemented an end-to-end SEO + SEM strategy. Focused on educational content to build authority, technical schema for financial services, and strategic outreach to establish industry credibility.

🔑 MAJOR KEYWORDS

1031 Property NNN Properties Replacement Property
Investment Exchange

"Connecting investors with property specialists through dominant search visibility for transactional keywords."



The image shows a screenshot of the 1031 Property website. The top half displays the homepage with a banner reading "Defer Capital Gains. Build Passive Income." and a call-to-action for a free consultation. The bottom half shows a keyword analysis tool with a table comparing search intent, position, volume, CPC, and traffic for various keywords related to 1031 exchanges.

Keyword	Intent	Pos.	Volume	CPC (U...)	Traffic
nnn 1031 properties	I	1	70	12.26	20.93
1031 nnn	I	1	40	4.47	20.93
1031 properties nnn	I	2	70	0.00	20.93
nnn 1031	I	1	70	4.47	20.93
1031 nnn properties for sale	T	3	50	0.00	9.30

Toscana Mia

@ <http://www.toscanamia.biz/> | ♪ Travel & Hospitality



High

BOOST IN TARGETED TRAFFIC

⚠ THE CHALLENGE

Competing against large travel portals and aggregators for high-value Tuscany villa rental terms. Needed to capture authentic travel intent and drive direct inquiries.

✓ OUR SOLUTION

Implemented a combined SEO and Social Media amplification strategy. Developed content-led approach targeting long-tail experience keywords and authentic Tuscan lifestyle queries.

🔑 MAJOR KEYWORD

Tuscany Villa Rentals

Tuscan Lifestyle

Italy Villa Weddings



Keyword	Intent	Pos.	Volume	CPC (U...)	Traffic
tuscany villas	C	2	2.4K	1.68	4.80
rental tuscany villa	C	2	2.4K	2.33	4.80
actors of letters to juliet	I	?	5.4K	0.00	4.29
tuscany italy villas	T	2	1.9K	1.68	3.80
villas in tuscany for rent	I T	2	1.6K	2.32	3.21

66

"It is a pleasure to work with the staff at GLIMMERSPOINT. Their updates on a regular basis as well as their flexibility make it very

Marinews

http://www.marinews.com/ |

Marine & Boating Media

⚠ THE CHALLENGE

Improve local visibility in Australia and crawl efficiency for a large content site. Needed segmented indexing, increased crawl rate, and web structure optimization.

✓ OUR SOLUTION

Implemented dynamic SEO strategies and segmented indexing. Optimized crawl rate and site structure. Focused on both on-page and off-page optimization strategies.

🔑 RANKING KEYWORDS

knots boating knots rope knots buy and sell boats
fishing boats marine knots

"Known as one of the best boating sites in Australia, receiving big traffic from referral sites."



High Rank
ACROSS BOATING TOPICS

BOATING FISHING TRAVEL KNOTS RECIPES BOAT SALES TBF TACKLE SHOP

RECENT BOAT TEST E-book

Marinews.com emphasis on boating and fishing with a bias towards Australian content. Besides how to fish or where to catch fish, Marinews has extensive cover on seafood cooking, travel in Australia, location of fishing hot spots, boats for sale, fishing guides and boats for charter. The site

Related Most Read Website Tutorial

Trailerboat Fisherman is Australia's premier, and longest running trailer boating publication. Editor, James Hill, is Australia's most

trailerboat fisherman

Keyword	Intent	Pos.	Volume	CPC (U.S.)	Traffic
boats online	N	1	27.1K	0.08	18.66
boat sales	T	2	27.1K	0.08	3.07
boatsonline	N	1	3.6K	0.20	2.47
boat	C I	2	18.1K	0.38	1.27
boats for sale	T	2	9.9K	0.15	1.12

Link Building Success Stories



Enterprise Wizard

CRM & Business Process

Strategic link outreach and industry placements on relevant business forums and software directories.

RESULT STRATEGY

Discussion Boards & Blogs



Vision for Education

UK Recruitment Agency

Extensive link building via education job portals and community forums.

"I have found GLIMMERS POINT to be a very professional company... Communication has been clear, concise and professional."

— Emma Roberts, Overseas Director



Mikael Meir Inc.

Executive Coaching (Toronto)

Dedicated resource allocation for ongoing backlink acquisition and authority building in the Toronto market.

KEY FOCUS

Local Authority Building



Trimmer Capital

Forex Management

Secured niche placements and mentions in financial forums and investment communities.

TARGET

High-Intent Investors

Managed Forex Investing

Managed Forex Account Investing

Diversify your portfolio into the Foreign Exchange markets with proven professionals

Managed Forex Investing

It's important to note that we allocate our capital to the same [managed forex programs](#) you do. We sit on the same side.

Feel free to look around and read about [managed Forex account investing](#). Call or email at any time with questions, we're here to help.

The managed forex investment process is simple. You open a Forex account and hire a Forex professional to manage it.

Feel free to test it out with a small amount of money first. If a manager does well, you can add more. If he doesn't, try a

Look at some [managed forex investments](#) that make it possible to grow and shrink your portfolio whether stocks go up or down.

If your IRA or mutual funds or real estate have lost money,

If you want exposure to the \$4 trillion dollar a day currency market,

if you're wondering where to go to have a chance at making and losing money in down markets,

if you want to be able to see what is happening inside your investment account any time,

if you want to be able to access your money in a couple days,

Then Managed Forex may be another investment style for your portfolio. Forex markets are moving twenty four hours a day.

Our SEO Methodology



4-Phase Approach

1



Discover & Diagnose

Deep-dive technical audit, keyword opportunity mapping, competitor gap analysis, and establishing E-E-A-T baseline metrics.

- ✓ Technical Audit
- ✓ Keyword Mapping
- ✓ Competitor Analysis

2



Optimize Foundations

Structuring information architecture, implementing on-page optimization, schema markup, Core Web Vitals fixes, and content briefs.

- ✓ On-Page SEO
- ✓ Schema Markup
- ✓ Content Briefs

3



Build Authority

Executing content publishing cadence, digital PR campaigns, ethical link earning strategies, and strengthening local signals.

- ✓ Link Earning
- ✓ Digital PR
- ✓ Local Signals

4



Measure & Improve

Continuous monitoring via GA4/GSC dashboards, running SEO experiments, agile roadmap sprints, and scaling successful tactics.

- ✓ GA4/GSC Analytics
- ✓ ROI Reporting
- ✓ Roadmap Sprints

Tools & Technologies



Advanced SEO Suite



CORE

Search Console



ANALYTICS

Google Analytics 4



RESEARCH

Ahrefs



RESEARCH

Semrush



TECHNICAL

Screaming Frog



PERFORMANCE

PageSpeed Insights



PERFORMANCE

GTmetrix



CONTENT

SurferSEO / Frase



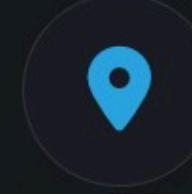
TECHNICAL

Schema Markup



REPORTING

Looker Studio



LOCAL

Local Citation Tools



PROPRIETARY

Custom Reporting

What Makes Our SEO Different

★ Key Differentiators



100% White Hat

Strict adherence to Google Webmaster Guidelines. We focus on ethical, sustainable strategies that protect your brand and build long-term value without algorithm risks.



E-E-A-T Focus

Deep emphasis on Experience, Expertise, Authoritativeness, and Trustworthiness. We build the signals that modern search engines reward, especially for YMYL niches.



Technical + Content

We bridge the gap between technical excellence (audits, schema, core web vitals) and creative content strategy. A holistic approach that covers all ranking factors.



Clear Reporting

No black boxes. We provide transparent, easy-to-understand reporting with clear roadmaps. You'll always know exactly what we're doing and why we're doing it.



ROI Measurement

We move beyond vanity metrics like "rankings" to focus on what matters: organic traffic, leads, conversions, and revenue growth. Your business goals are our SEO goals.



Global Execution

Proven track record of success across multiple regions including USA, Canada, UK, Australia, and Malaysia. We understand local nuances and international SEO.

Key Achievements

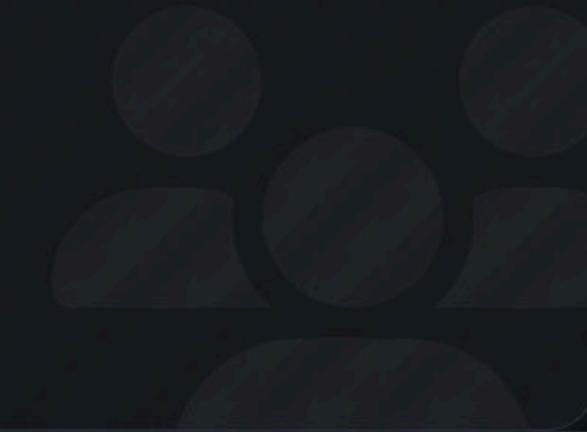


Performance Highlights

30K+

MONTHLY VISITS

Achieved for Football Camps via strategic organic search optimization strategies.



#1

NATIONAL RANKINGS

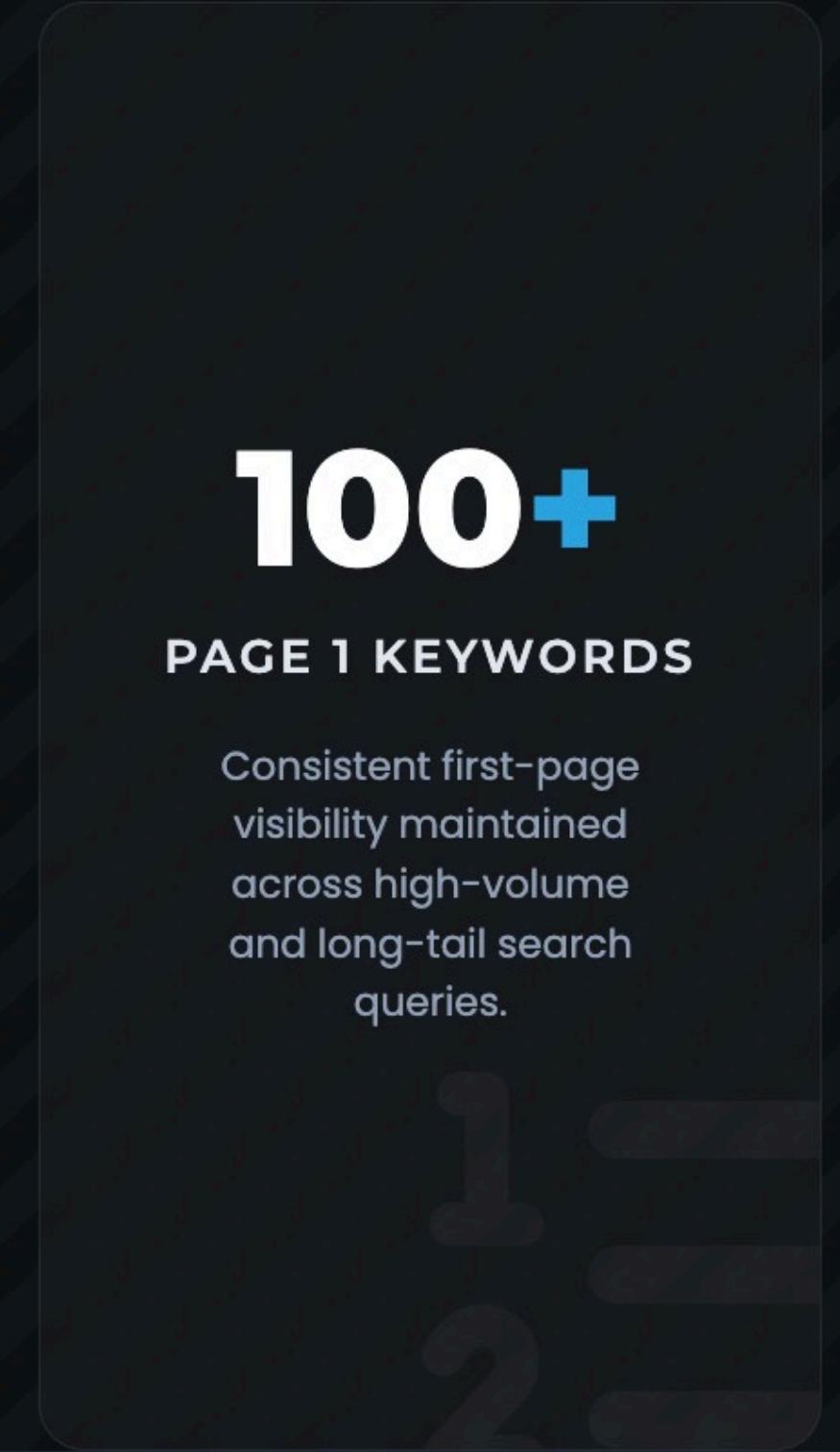
Top positions secured for Acson (Malaysia) and Immunetree (USA) across core terms.



100+

PAGE 1 KEYWORDS

Consistent first-page visibility maintained across high-volume and long-tail search queries.



10+

INDUSTRIES SERVED

Proven success in Healthcare, Real Estate, Government, IT, Travel, and E-commerce sectors.



What Our Clients Say

„ Global Trust

„ While I evaluated several firms, we're a very educated buyer and you guys demonstrated excellence. GLIMMERS POINT is in a different league to most outsourced teams we've worked with over the years. At this point, I would recommend GLIMMERS POINT to my friends. „



Scott Gallagher

President, AMR (Amanda Reid Makeup)

„ I have found GLIMMERS POINT to be a very professional company to work with. They have delivered job progress according to timelines set. Communication has been clear, concise and very professional. A consultant is always standing by to offer support. „



Emma Roberts

Overseas Director, ARC

„ It is a pleasure to work with the staff at GLIMMERS POINT. Their updates on a regular basis as well as their flexibility make it very easy to work with this group. They deliver on their promises, are very pleasant to work with, and are reasonably priced. „

„ I should make special mention of Parveen Sharma who has been instrumental in working with us. Communication has been clear, concise and very professional. I would definitely recommend GLIMMERS POINT to others and look forward to our continuing relationship. „

• READY TO RANK #1?

Let's Grow Your Organic Traffic

Partner with Glimmers Point for sustainable SEO strategies that drive revenue, not just rankings.



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+91 98130 30336



VISIT WEBSITE

www.glimmerspoint.com



BOOK
DISCOVERY →
CALL



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A SHIMMER OF HOPE • DIGITAL MARKETING SOLUTIONS

