



• DIGITAL MARKETING AGENCY

# SEO PORTFOLIO

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



# About Glimmers Point

 [SEO Portfolio](#)

## 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.

US UK AU CA

Serving clients globally



### Strategy & Innovation

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



### Technical Excellence

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



### Organic Growth


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



### 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

## On-Page SEO

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

## ★ 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


## Content SEO

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

## Authority & PR

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

# 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

Villa rentals, tourism & experiences



## Recruitment

Teacher placement & job agencies



## Finance

Forex investing & financial consulting



## Marine

Boating supplies, boats & 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."



### Traffic

☒ Organic Traffic ☒ Paid Traffic ☒ Branded Traffic | Notes ▾



# 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.

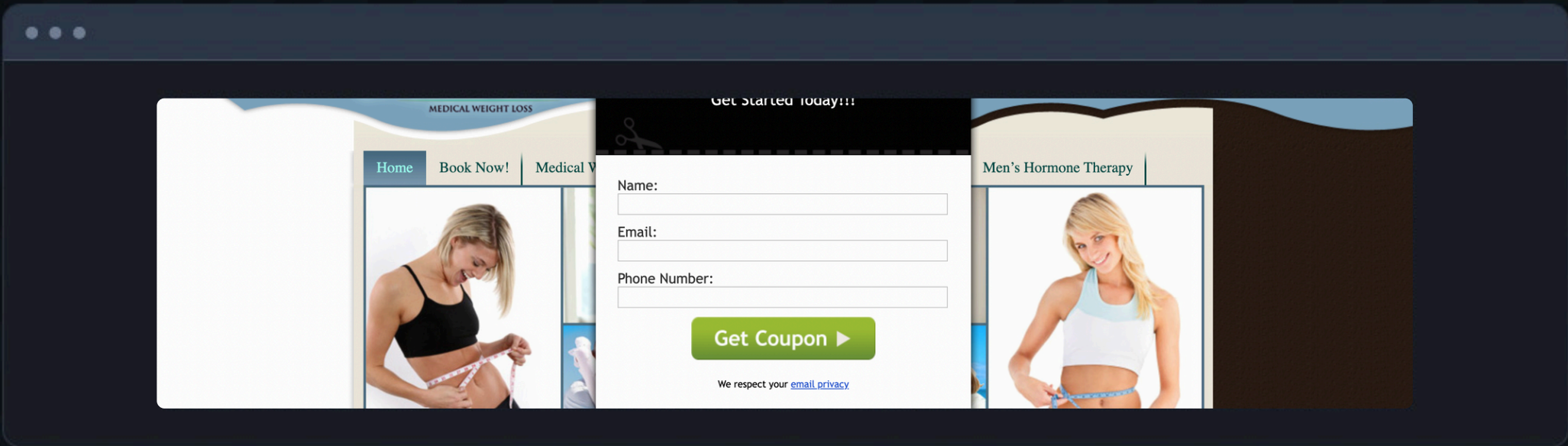
✅ OUR SOLUTION

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."



genesis lifestyle med...	📅	N	📍	2.4K	5.73	11.75
what is nad supplem...	📅	I	💬?	12.1K	0.31	2.40
hormone replacemen...	📅	C	📍	1.9K	0.00	1.53
fort collins weight loss	📅	C N	📍	210	9.07	1.02

# Global Point IT Consulting

http://www.globalpointllc.com | IT Services & Consulting



## High Impact

TRAFFIC & RANKING LIFT

### 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

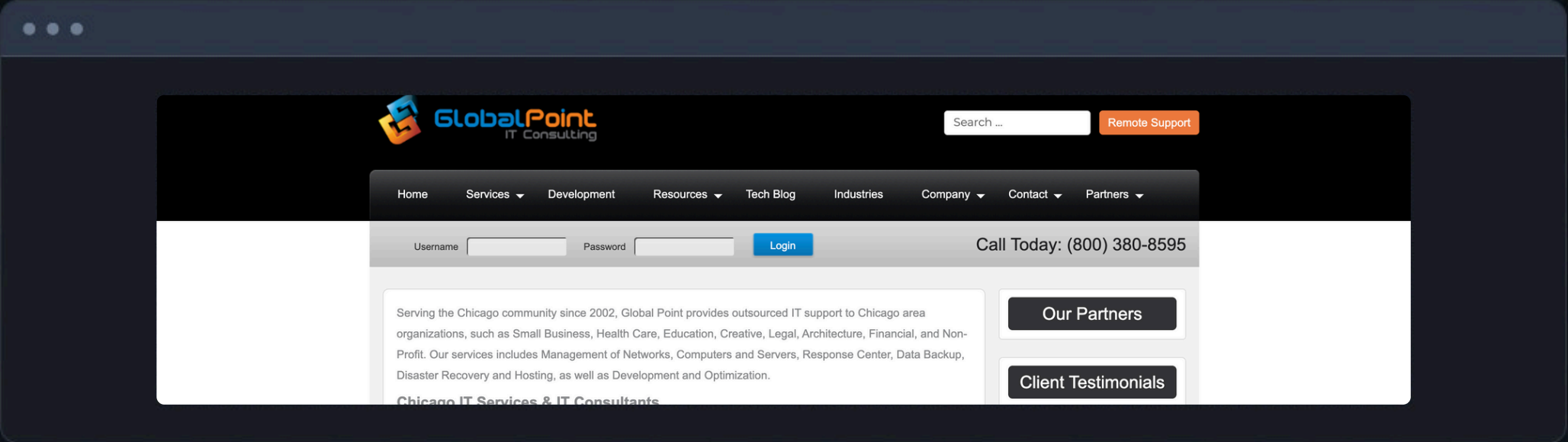
IT Consultants Chicago

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."



it consulting chicago	C	4	4	26	5.31	880	16	
wireless network solutions	C I	9	4	11	2.24	480	49	
chicago it consulting	C	4	4	11	2.24	390	32	

# Immunetree

http://immunetree.com | Health & Wellness Supplements



#1

RANKINGS FOR CORE TERMS

## 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 YMYL (Your Money Your Life) category.

## OUR SOLUTION

Implemented rigorous YMYL/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

immune tree colostrum	IT	4	6	11	10.09	170	17	immunetree.com/colostrum-product/
colostrum 6	I	3	6	5	4.58	170	33	immunetree.com/shop/colostrum-6-5oz-powder/
colostrum6	I	4	6	4	3.66	170	4	immunetree.com/shop/colostrum-6-5oz-powder/

# Tsiknaris Hair

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



## Market Leader

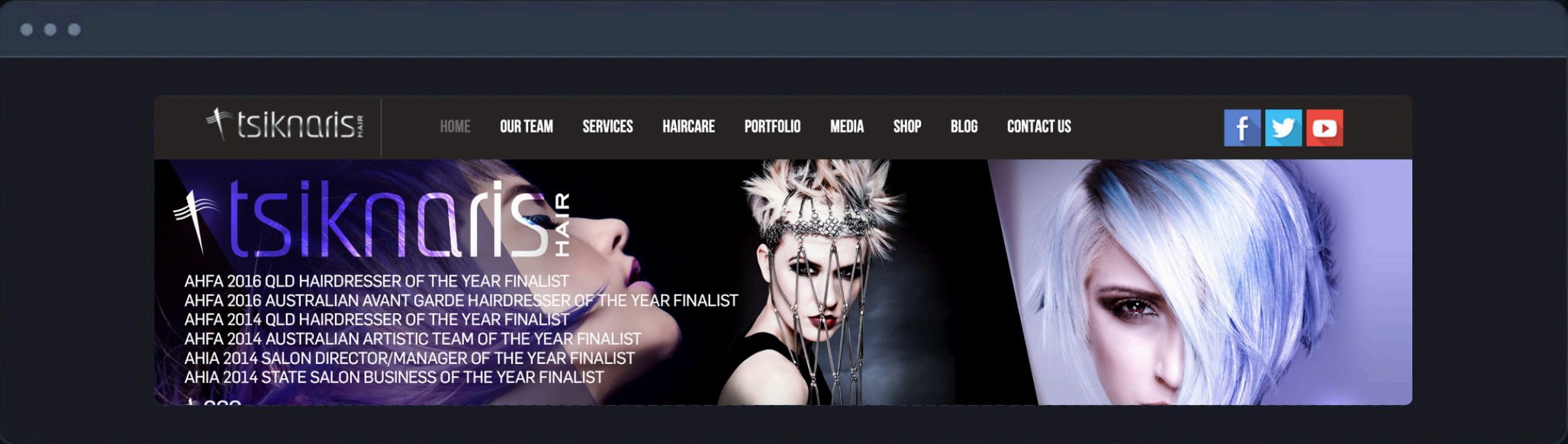
BRISBANE SEARCH VISIBILITY

### ⚠ 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.



🔍 cooper hair	I	📄 📄 📄 📄 📄 +5	53	38.12	1.3K	29	🟢	tsiknarishair.com/embrace-the-season-with-hazelnut-latte-golden-...
🔍 golden red hair	I	📄 📄 📄 📄 📄 +2	29	20.86	720	26	🟢	tsiknarishair.com/embrace-the-season-with-hazelnut-latte-golden-...
🔍 golden copper hair	C	📄 📄 📄 📄 📄 +5	15	10.79	720	23	🟢	tsiknarishair.com/embrace-the-season-with-hazelnut-latte-golden-...
🔍 copper gold hair	C	📄 📄 📄 📄 📄 +5	13	9.35	320	17	🟢	tsiknarishair.com/embrace-the-season-with-hazelnut-latte-golden-...
🔍 reddish golden	I	📄 📄 📄 📄 📄 +3	7	5.03	170	19	🟢	tsiknarishair.com/embrace-the-season-with-hazelnut-latte-golden-...

### 🔑 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."

# 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

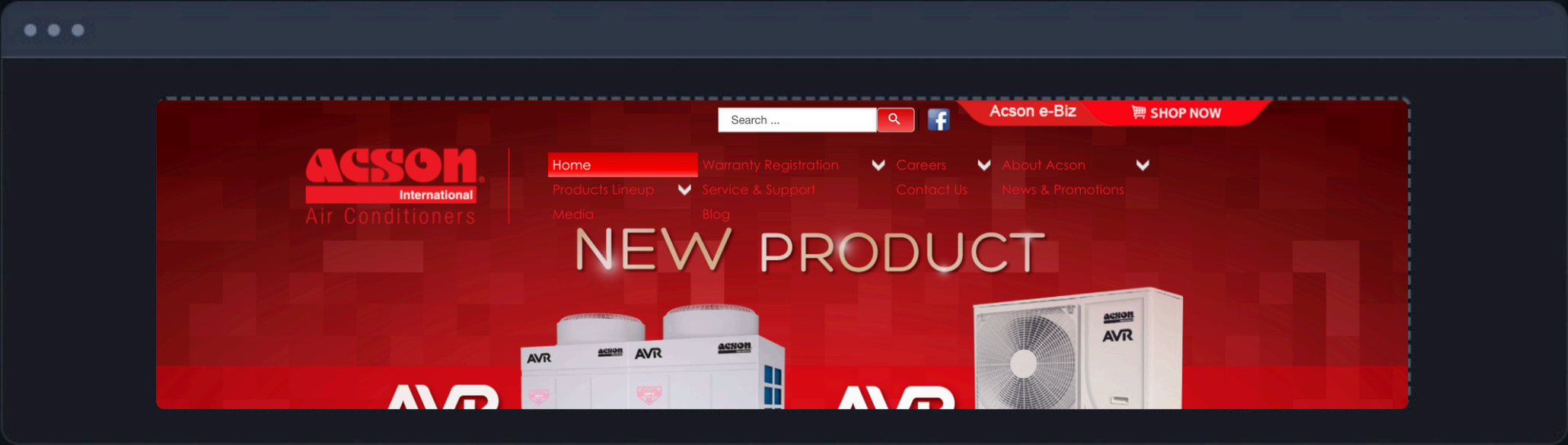
acson malaysia

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."



acson aircond	N	1	2.3K	9.45	2.9K	28	store.acson.com.my/product-category/acson/air-conditioner/
aircond	I	3	1.9K	7.73	27.1K	26	store.acson.com.my/product-category/acson/air-conditioner/
acson malaysia hq selangor	N T	1	1K	4.23	1.3K	22	www.acson.com.my/contact-us/
acson malaysia	N	1	1K	4.23	1.3K	45	www.acson.com.my/
air cond	I		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

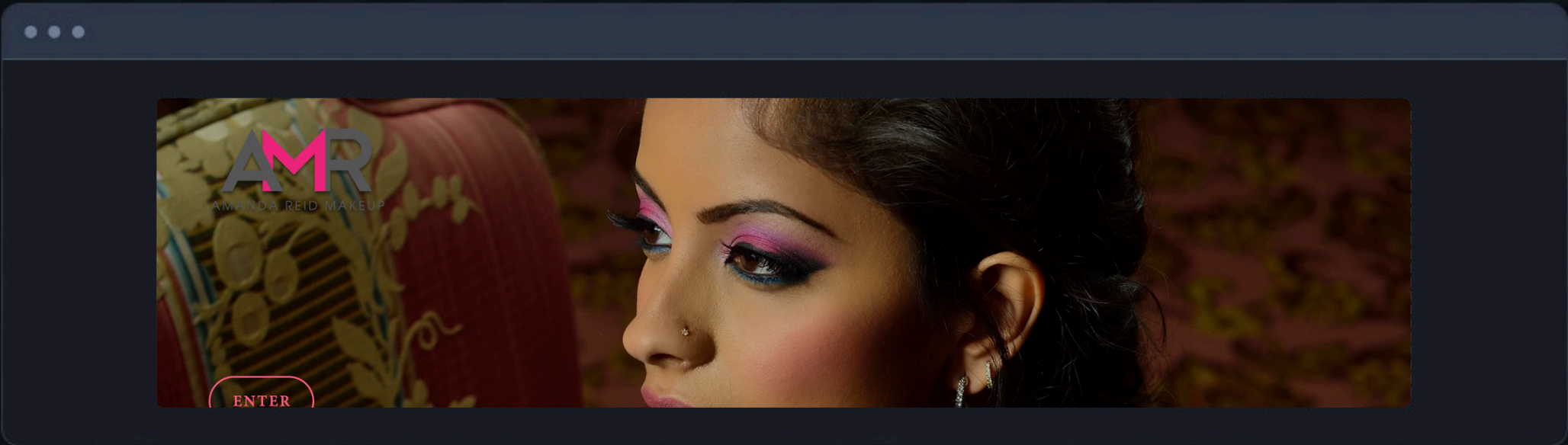
Executed on-page targeting and local SEO strategies. Optimized content assets and portfolio pages to highlight expertise. Integrated PPC services for immediate visibility while building organic authority.

## 👑 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



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

# ARC (Australian Refrigeration Council)

<https://www.lookforthe tick.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.

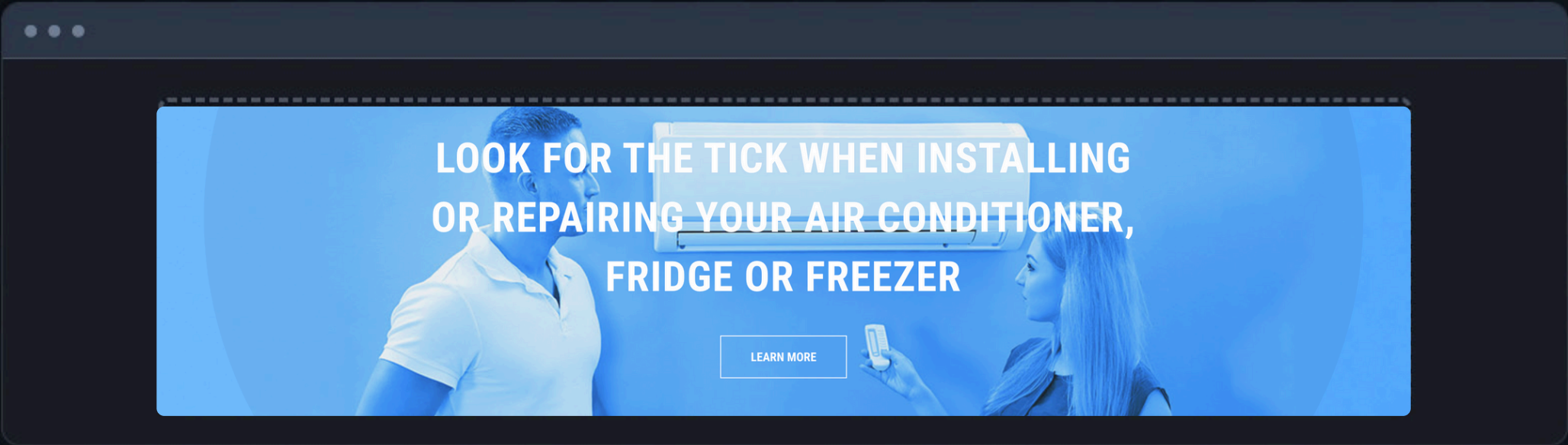
## KEY TOPICS

Refrigeration License

Air Conditioning License

ARC Tick

License Check



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



Page 1

HIGH-INTENT VISIBILITY

## 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.

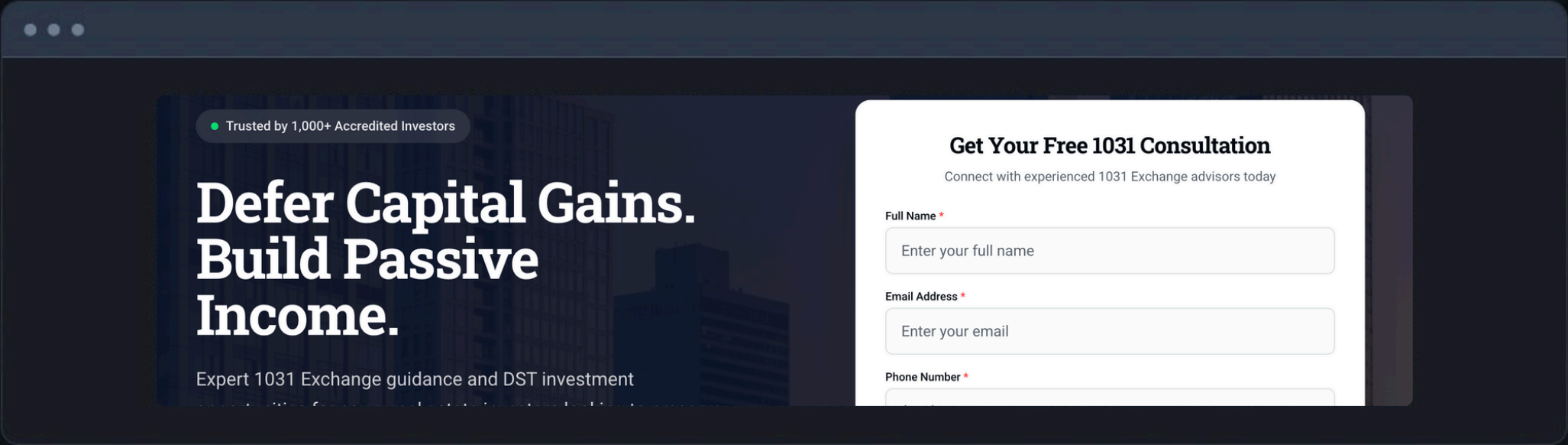
## OUR SOLUTION

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."



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

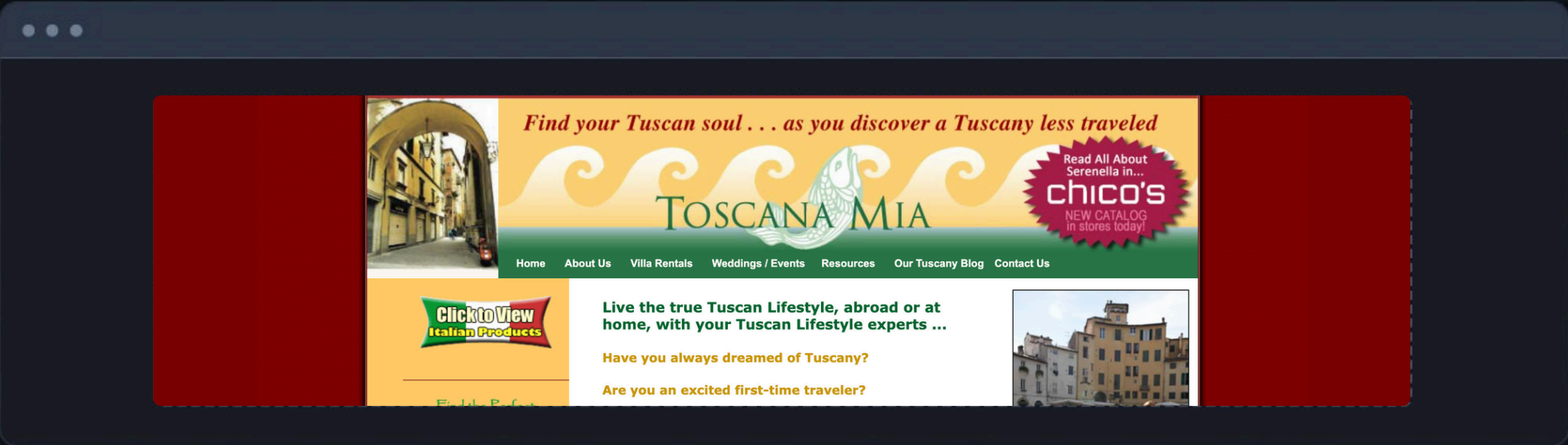
BOOST IN TARGETED TRAFFIC

## ⚠️ 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.



Keyword	Intent	Pos.	Volume	CPC (U...	Traffic
<a href="#">tuscan villas</a>	C	2	2.4K	1.68	4.80
<a href="#">rental tuscan villa</a>	C	2	2.4K	2.33	4.80
<a href="#">actors of letters to juliet</a>	I	2	5.4K	0.00	4.29
<a href="#">tuscan italy villas</a>	T	2	1.9K	1.68	3.80
<a href="#">villas in tuscan for rent</a>	I T	2	1.6K	2.32	3.21

## 🔑 MAJOR KEYWORD

- Tuscan Villa Rentals
- Tuscan Lifestyle
- Italy Villa Weddings

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

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.

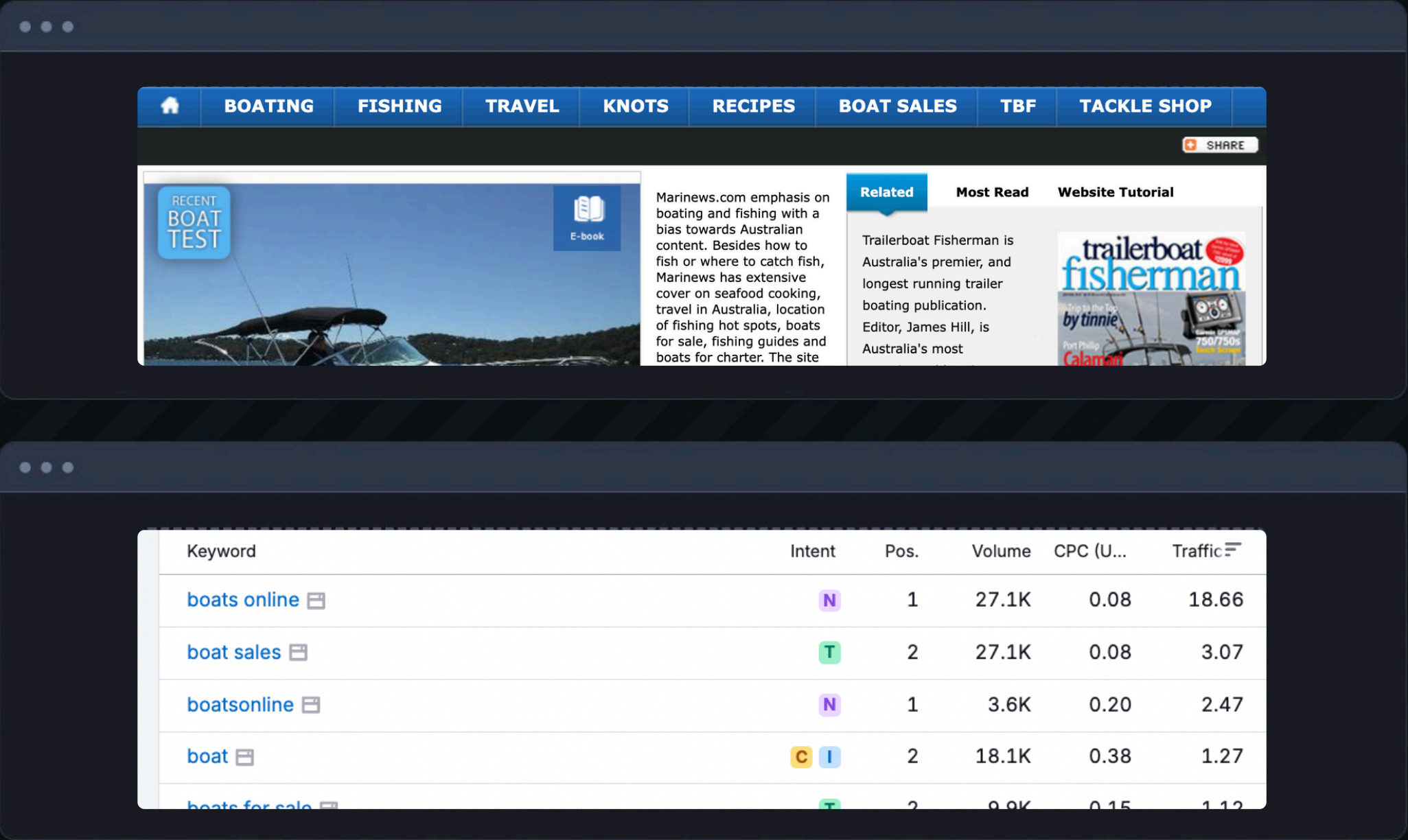
OUR SOLUTION

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

- knotsboating knotsrope knotsbuy and sell boats
- fishing boatsmarine knots

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



# Link Building Success Stories

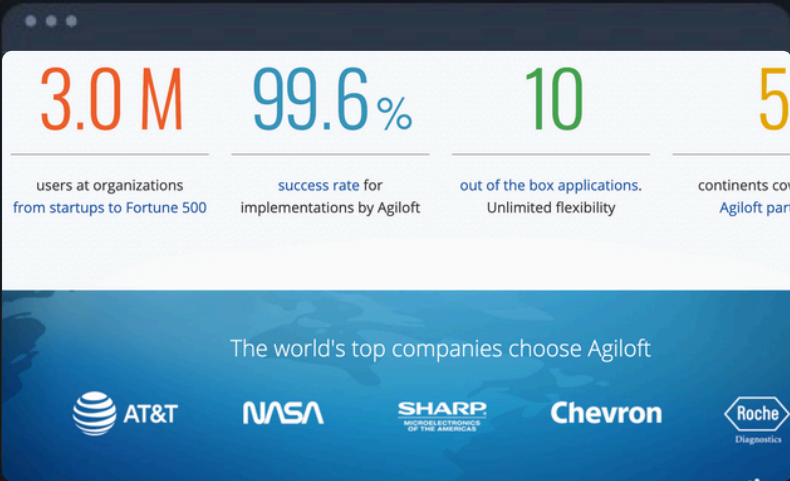


## EnterpriseWizard

CRM & Business Process

CRM Software Services

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



RESULT STRATEGY

Discussion Boards & Blogs



## Vision for Education

UK Recruitment Agency

Teaching Jobs London

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)

Executive Coaching

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



KEY FOCUS

Local Authority Building

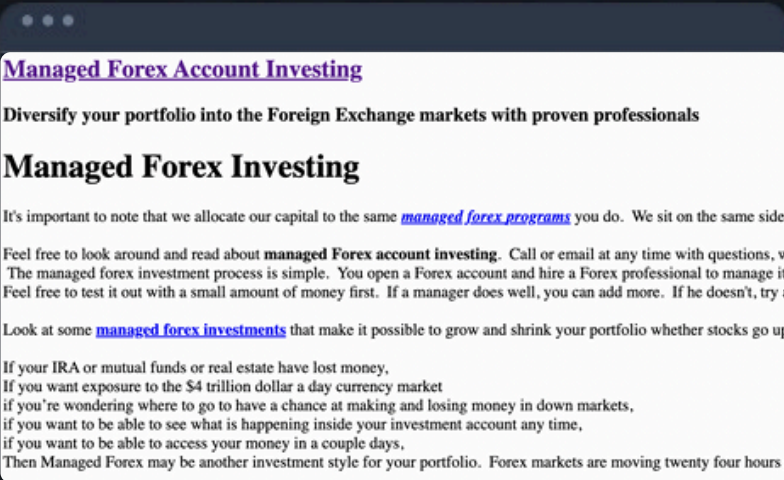


## Trimmer Capital

Forex Management

Managed Forex Investing

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



TARGET

High-Intent Investors

# 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

CORE



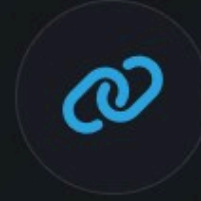
Search Console

ANALYTICS



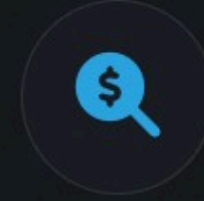
Google Analytics 4

RESEARCH



Ahrefs

RESEARCH



Semrush

TECHNICAL



Screaming Frog

PERFORMANCE



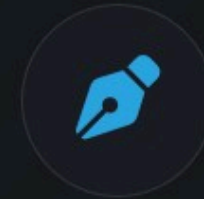
PageSpeed Insights

PERFORMANCE



GTmetrix

CONTENT



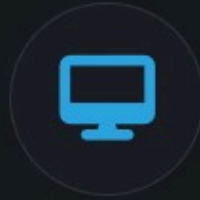
SurferSEO / Frase

TECHNICAL



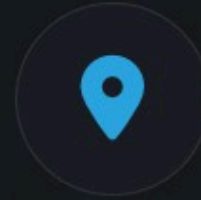
Schema Markup

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.



EMAIL US

[info@glimmerspoint.com](mailto:info@glimmerspoint.com)



CALL US

+91 95014 92071

+91 98130 30336



VISIT WEBSITE

[www.glimmerspoint.com](http://www.glimmerspoint.com)



**BOOK  
DISCOVERY →  
CALL**



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A SHIMMER OF HOPE • DIGITAL MARKETING SOLUTIONS

