

Local **SEO** Portfolio & Case Studies

Website **SEO** &
Google My Business
Profile Optimization

Faraz Ahmed



My

Introduction

I'm Faraz Ahmed, a Local SEO Expert with 2 years of experience in ranking Google Business Profiles and websites of local businesses. Over the years, I've successfully worked across a wide range of industries, helping businesses appear in the Top 3 Google Map Pack and dominate local search results. My portfolio includes impactful results for businesses in junk removal, tree removal, mobile services, notary public, towing services, plumbing, and many more.



My Website SEO Strategy

On-Page SEO:

I improve how your website looks, reads, and performs for both users and search engines by:

- Optimizing content, page titles, and meta tags
- Structuring pages for easy navigation
- Making your layout more user-friendly
- Improving keyword placement and readability

Off-Page SEO:

I build your brand's authority and reputation online through:

- High-quality backlink building
- Social signals and mentions
- Press releases and outreach
- Boosting your website's credibility in Google's eyes



Technical SEO:

I fix all the behind-the-scenes issues to help your site run smoothly and rank better:

- Speed optimization
- Mobile-friendly design
- Schema markup (for rich results)
- Crawl and indexing fixes
- Core Web Vitals improvements

Local SEO:

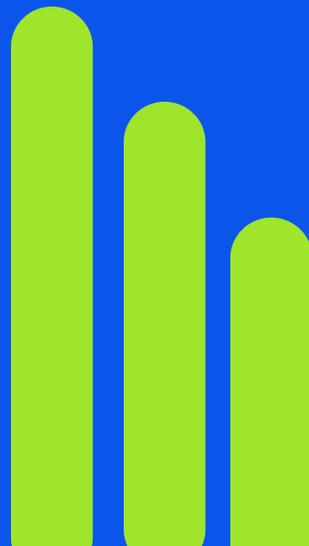
I target local customers who are actively looking for your services by:

- Optimizing your Google Business Profile
- Building local citations
- Using location-specific keywords
- Avoiding irrelevant traffic that wastes your time

Blog Publishing

I keep your site fresh and growing with regular high-quality content:

- 3-4 optimized blogs published per month
- Keyword-rich and informative topics
- Custom graphics and visuals
- Helps build authority and drive organic traffic



My GMB Optimization Strategy

Profile Optimization:

- Business Description
- Categories (Geo-Optimized)
- Services & Product Listings
- Logo & Cover Photo
- Business Hours, Holidays & Attributes
- Custom FAQs
- Geo-Tagged Image Uploads

Audit & Fixes:

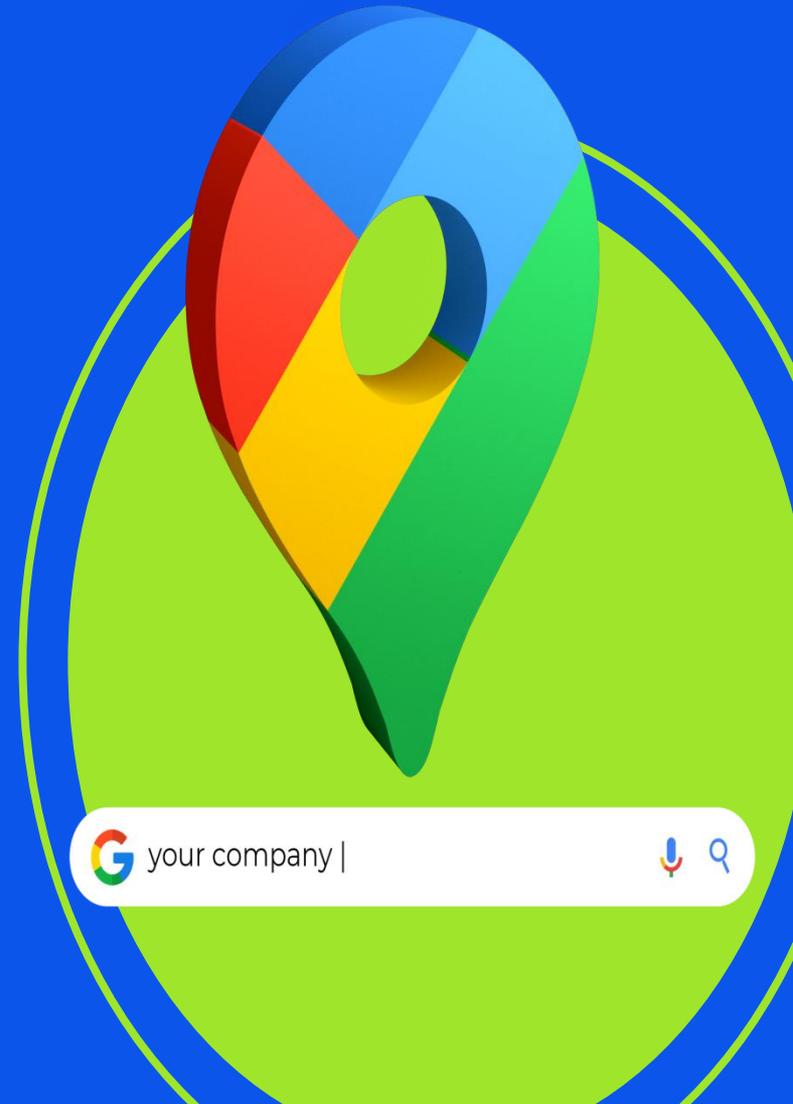
- Competitors Analysis
- Full Profile Health Review
- Service Area Accuracy
- NAP Consistency

GMB AI SEO:

- AI-Optimized Google Business Profile
- Information-Based Discovery
- Authority Building Through AI Platforms

Google Profile Engagement

- Monthly Google Posts
- Event & Offer Highlights
- GEO-Fencing Visibility Strategy
- Q&A Optimization
- Social Sharing of Posts for Wider Reach
- Empower your brand with smart, result-driven solutions.



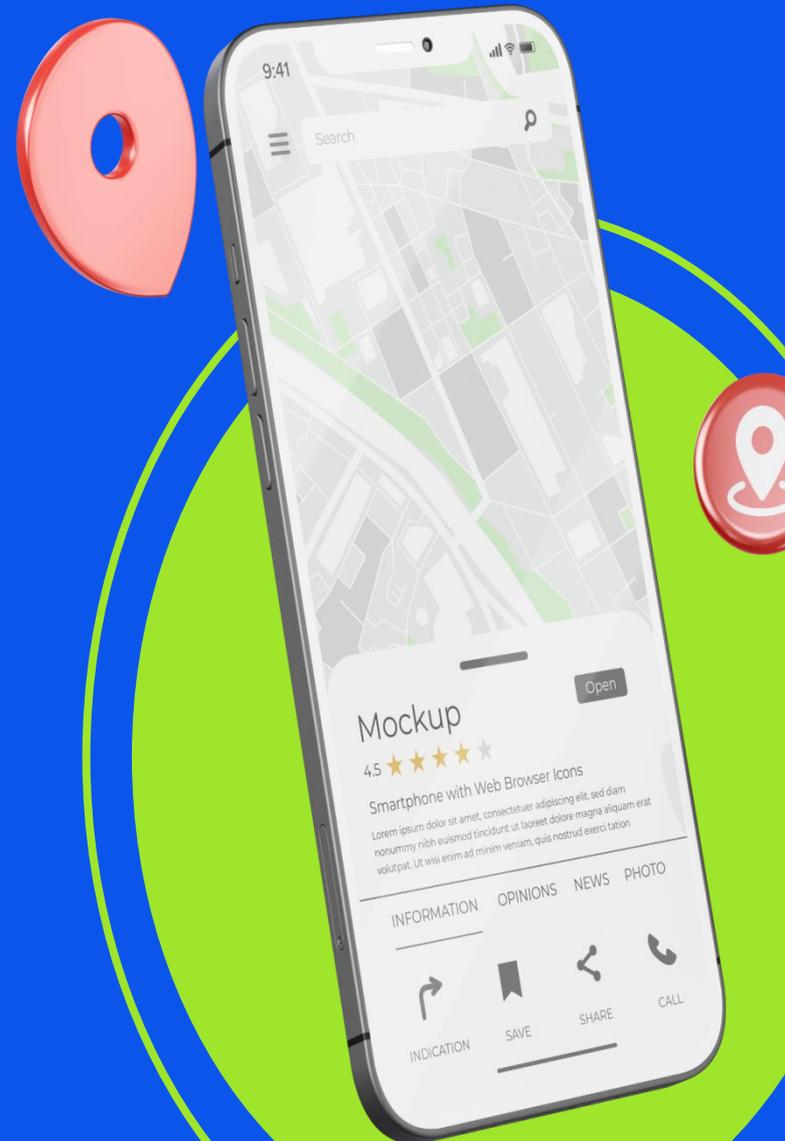
Off-Page SEO & Local Authority Building

- Premium Business Citations
- Local Classified Ad Submissions
- NAP Consistency Across Web
- Forum Engagement
- Press Releases
- Web 2.0 Mini Sites
- Guest Posts on High DA Sites
- Podcast & PDF Submissions
- Cloud Stacking & Google Stacks
- Image Submission (Geo Tagged)



Advanced Local SEO Enhancements

- Google Map Embeds
- GEO-Tagging Optimization
- Local Keyword Research & Strategy
- Competitor GMB Analysis
- Google Map Citations



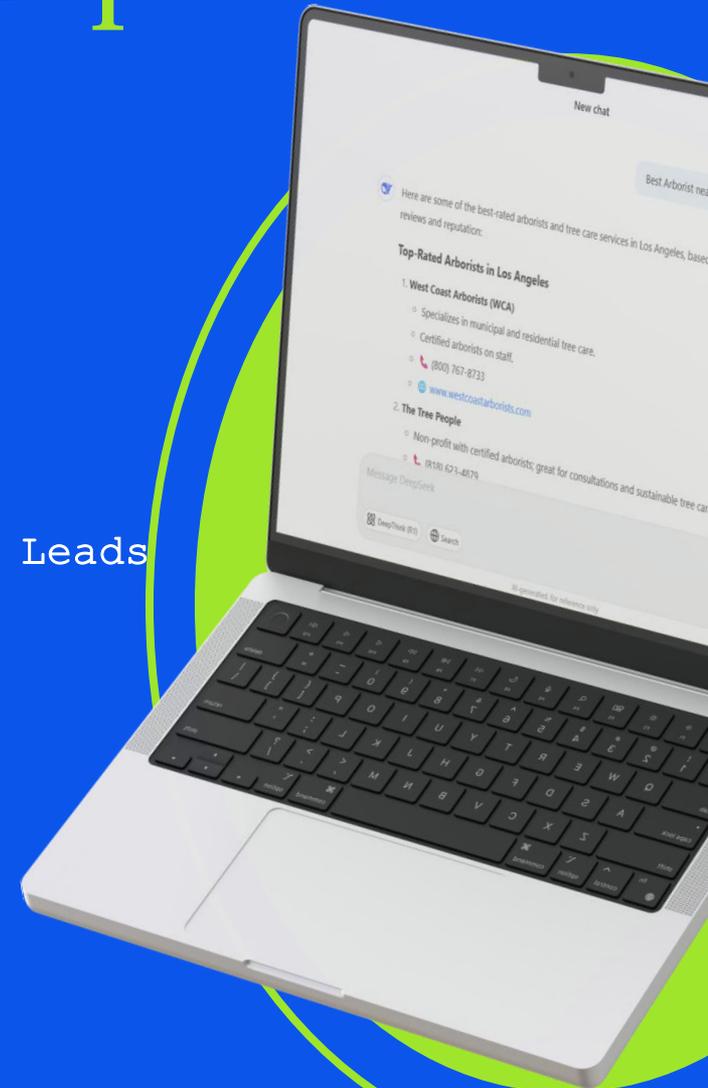
Web SEO Case Study – 1

Painting Business Ranking in Clovis and Fresno, CA

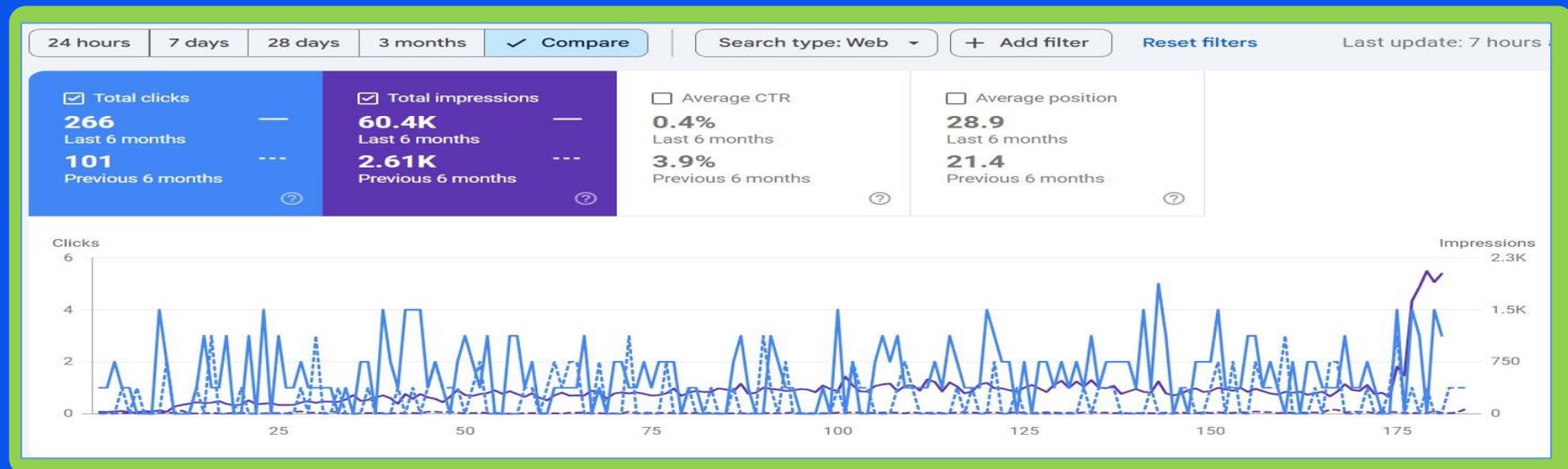
Progress Duration: 5 Months – (6th On-going)

Current Status: Progress in both ranking and Leads

Initial Stage: Less visibility, no proper
optimizations, no SEO in place



Consistent Progress over the past 5 months



All target service keywords in Clovis and Fresno are now on Page 1

Keywords	Current Status
Painting Services in Clovis	1 st Page
Painting Services in Fresno	1 st Page
Interior Painting Services in Fresno	1 st Page
Interior Painting Services in Clovis	1 st Page
Exterior Painting Services in Fresno	1 st Page
Exterior Painting Services in Clovis	1 st Page
Custom Cabinet Painting Services in Fresno	1 st Page
Custom Cabinet Painting Services in Clovis	1 st Page

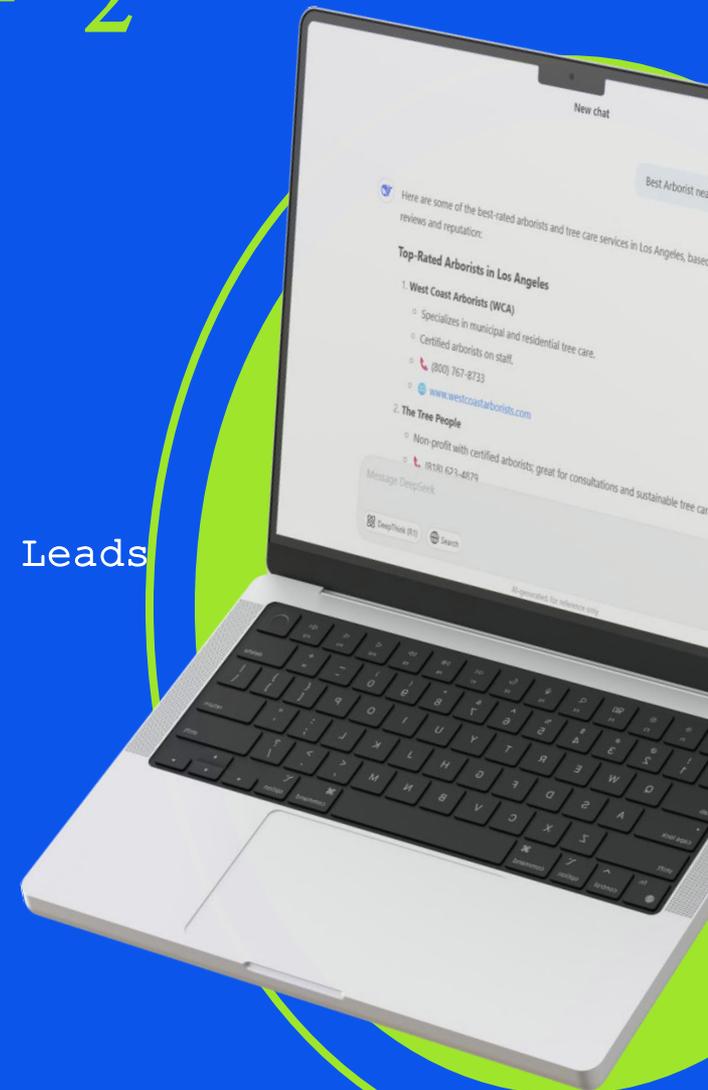
Web SEO Case Study – 2

Auto Repair Business Ranking in
Denver, CO

Progress Duration: 6 Months – (On-going)

Current Status: Progress in both ranking and Leads

Initial Stage: Less visibility, no proper
optimizations, no SEO in place



Consistent Progress over the past 6 months



All target service keywords in Denver
are now on Page 1

Keywords	Current Status
Auto Repair Service in Denver	1 st Page
Car Repair in Denver	1 st Page
Auto Repair near me	1 st Page
Auto diagnostic Service in Denver	1 st Page
Affordable car repair in Denver	1 st Page
mechanic near me	1 st Page
mechanic in Denver	1 st Page
car repair shop in Denver	1 st Page

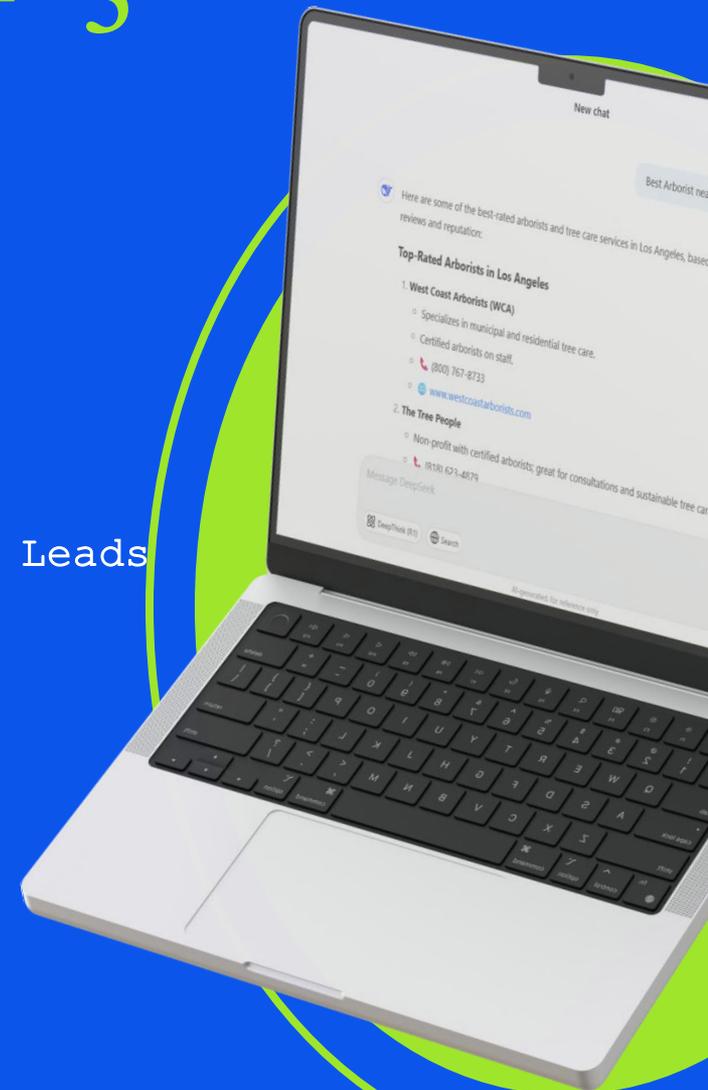
Web SEO Case Study – 3

Junk Removal Business Ranking in Baytown & Houston, TX

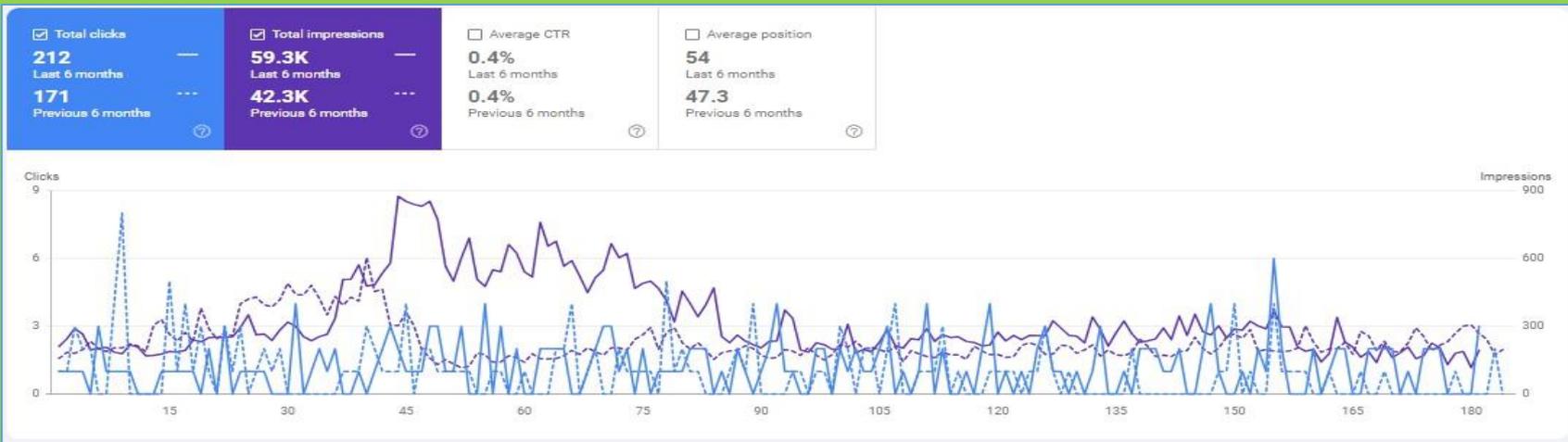
Progress Duration: 6 Months – (On-going)

Current Status: Progress in both ranking and Leads

Initial Stage: Less visibility, no proper optimizations, no SEO in place



Consistent Progress over the past 6 months



All target service keywords in Baytown & Houston are now on Page 1

Keywords	Current Status
Junk removal in Baytown TX	1 st Page
Junk removal near me	1 st Page
Junk removal services in Baytown TX	1 st Page
Furniture removal in Baytown TX	1 st Page
Junk haulers near me	1 st Page
Professional junk removal in Houston TX	1 st Page
Furniture removal in Houston TX	2 nd Page
Junk removal services in Houston TX	2 nd Page

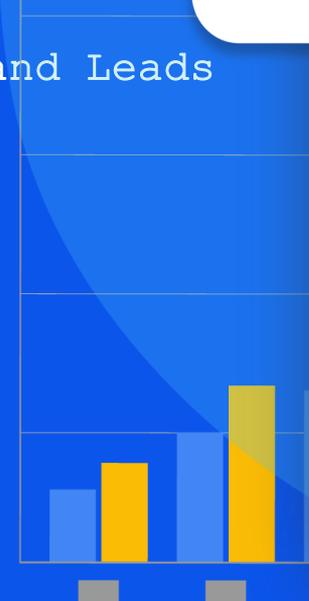
GMB SEO Case Study - 1

Auto Repair Business Ranking in Sparks, NV

Progress Duration: 3 Months - (4th On-going)

Current Status: Progress in both ranking and Leads

Initial Stage: Less visibility, no proper optimizations, no SEO in place



Google

Automotive Detailing Near Me

YourBusiness.com

Business Name

5.0 ★★★★★ (297)

Business Category

15+ years in business

Open 24 hours · (04) 00 000 000

On-site services · Online estimates



Phone

Your Competitors Business 1

4.5 ★★★★★ (160)

Business Name

7+ years in business

Open Closes 5 pm (04) 00 000 000

Online estimates



Phone

Your Competitors Business 2

4.0 ★★★★★ (100)

Business Name

5+ years in business

Open Closes 5 pm (04) 00 000 000

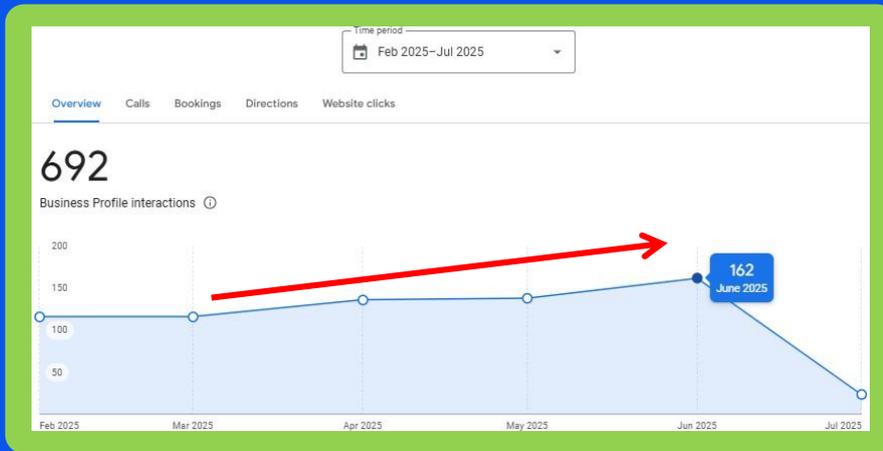
Online estimates



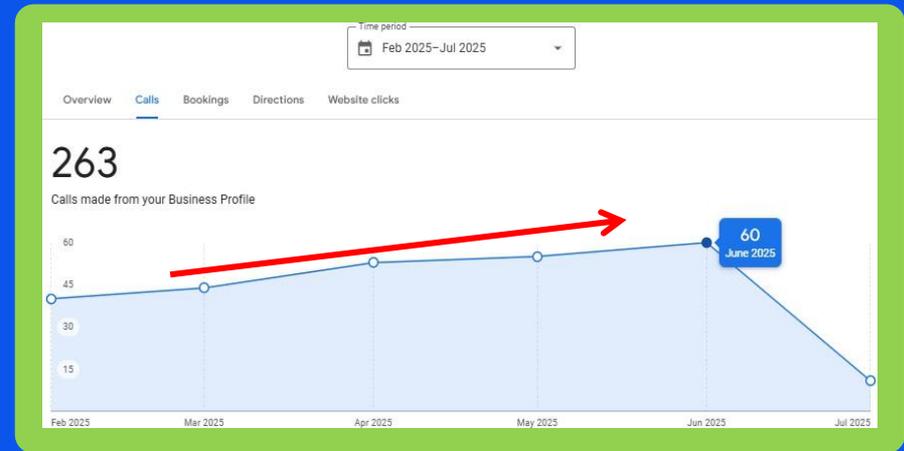
Phone

Consistent Progress over the past 3 months

Business Profile Interactions



Business Profile Calls



What we have achieved so far?

Over the past three months, our focused GMB SEO efforts have delivered consistent growth for *** auto hospital. The number of calls has increased steadily every month, indicating improved visibility and customer trust. Additionally, many of their targeted keywords are now ranking in the Google Map Pack (the top 3 local results on Google), driving more local leads and strengthening their position as a reliable 24/7 truck and trailer repair service in Boise.



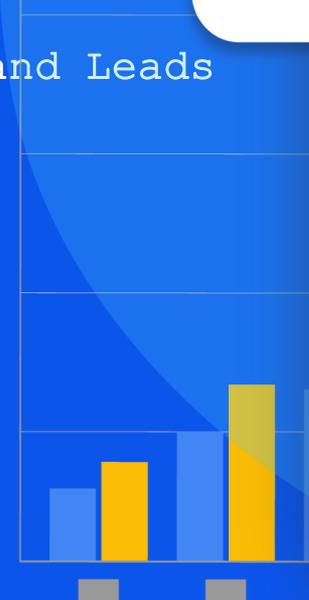
GMB SEO Case Study - 2

Real Estate Agency Ranking in
Brandon, MS

Progress Duration: 1st Month - (2nd On-going)

Current Status: Progress in both ranking and Leads

Initial Stage: Less visibility, no proper
optimizations, no SEO in place



Automotive Detailing Near Me

YourBusiness.com

Business Name

5.0 ★★★★★ (297)

Business Category

15+ years in business

Open 24 hours · (04) 00 000 000

On-site services · Online estimates



Phone

Your Competitors Business 1

4.5 ★★★★★ (160)

Business Name

7+ years in business

Open Closes 5 pm (04) 00 000 000

Online estimates



Phone

Your Competitors Business 2

4.0 ★★★★★ (100)

Business Name

5+ years in business

Open Closes 5 pm (04) 00 000 000

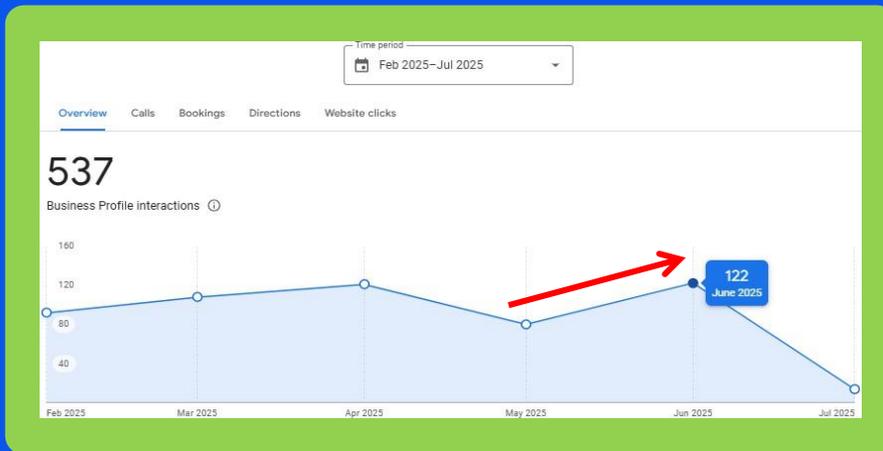
Online estimates



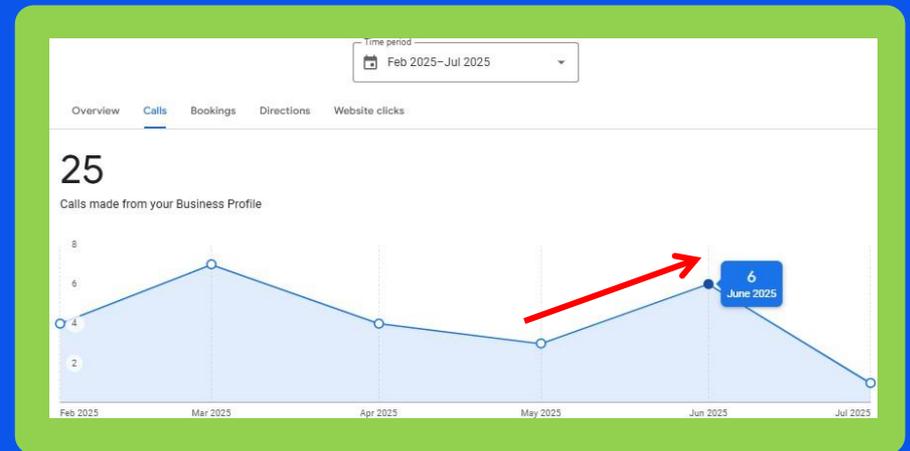
Phone

Progress in the very first month

Business Profile Interactions



Business Profile Calls



What we have achieved so far?

The number of calls has significantly increased this month, indicating enhanced visibility and growing customer trust. Additionally, many of their targeted keywords are now ranking in the Google Map Pack (the top 3 local results on Google), reflecting strong local SEO performance.



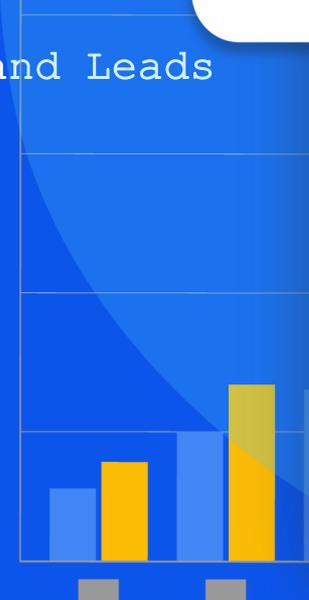
GMB SEO Case Study - 3

Truck Repair Service Business
Ranking in Boise, ID

Progress Duration: 3 Months - (4th Month-Ongoing)

Current Status: Progress in both ranking and Leads

Initial Stage: Less visibility, no proper
optimizations, no SEO in place



Automotive Detailing Near M

YourBusiness.com

Business Name

5.0 ★★★★★ (297)

Business Category

15+ years in business

Open 24 hours · (04) 00 000 000

On-site services · Online estimates



Phone

Your Competitors Business 1

4.5 ★★★★★ (160)

Business Name

7+ years in business

Open Closes 5 pm (04) 00 000 000

Online estimates



Phone

Your Competitors Business 2

4.0 ★★★★★ (100)

Business Name

5+ years in business

Open Closes 5 pm (04) 00 000 000

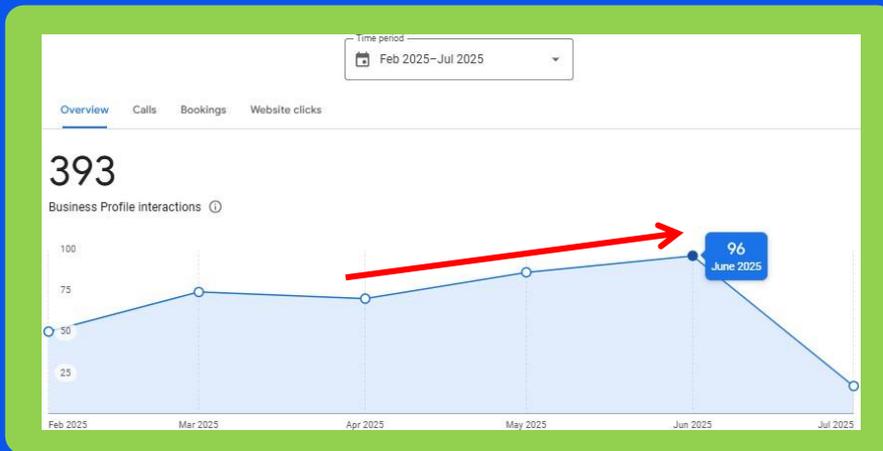
Online estimates



Phone

Consistent Progress over the past 3 months

Business Profile Interactions



Business Profile Calls



What we have achieved so far?

Over the past three months, our focused GMB SEO efforts have delivered consistent growth for *** Truck Services. The number of calls has increased steadily every month, indicating improved visibility and customer trust. Additionally, many of their targeted keywords are now ranking in the Google Map Pack (the top 3 local results on Google), driving more local leads and strengthening their position as a reliable 24/7 truck and trailer repair service in Boise.



Key Tools I Rely On

- SEMrush
- Ahrefs
- BrightLocal
- Whitespark
- Yext
- Local Viking
- GMB Everywhere
- Moz Local
- GeoRanker
- Synup



FARAZ

AHMED

Local SEO Expert

4+ Years of Experience

Thank You For Your Time!

I Look Forward to Growing Your Local Presence

