

SEO Growth Case Study

Search Console analysis, on-page SEO, content structure and organic performance reporting

This case study summarizes SEO work completed for an anonymized B2B website. The goal was to improve organic visibility, strengthen on-page structure, and turn Search Console data into clear optimization priorities.

+138%

Google impressions

123K to 293K

+950

organic clicks

6.25K to 7.2K

21.9 -> 15.9

average position

higher ranking quality

8.7

average position

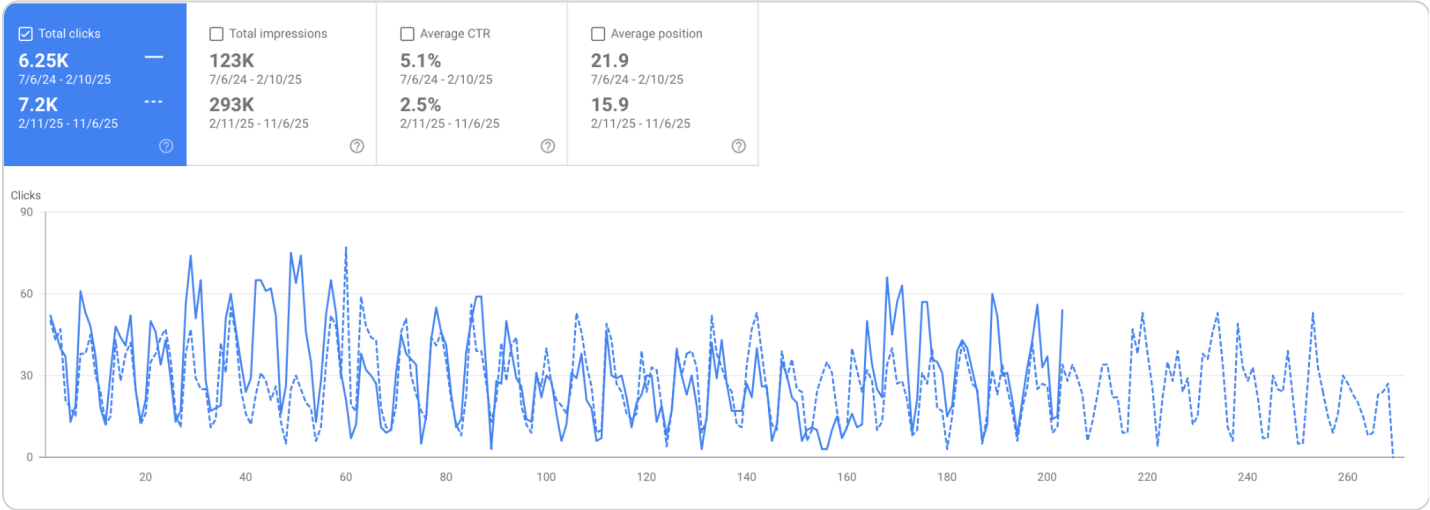
final 28-day snapshot

MY ROLE

- Audited Search Console performance across clicks, impressions, CTR and average position.
- Identified which SEO signals were improving and where the next gains could come from.
- Built a clear view of priority pages, ranking movement and content opportunities.
- Prepared practical recommendations for metadata, structure, internal links and content refreshes.

CORE INTERPRETATION

- Impressions grew from 123K to 293K, showing a major increase in search visibility.
- Organic clicks increased from 6.25K to 7.2K, confirming that visibility growth also produced traffic growth.
- Average position improved from 21.9 to 15.9 across the main comparison period.
- By the final 28-day snapshot in the project report, average position reached 8.7.



What the Data Means

Visibility, traffic, ranking movement and the next conversion opportunity

VISIBILITY

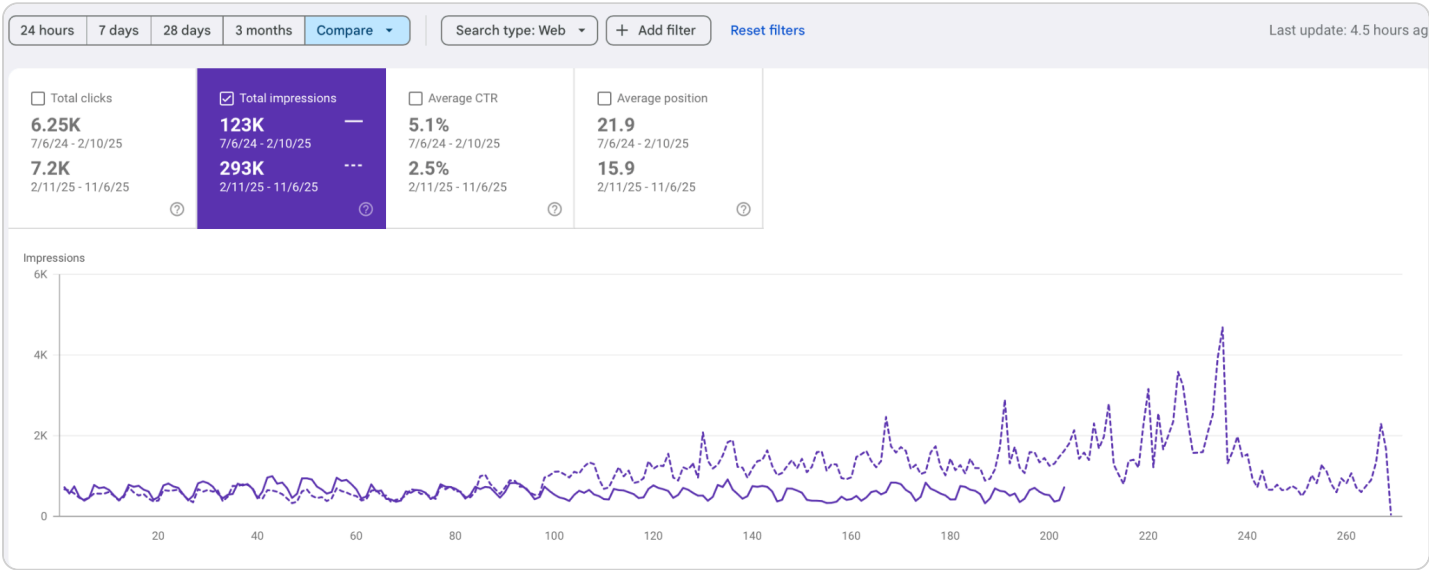
Impressions increased from 123K to 293K, a 138% improvement across the comparison period. This was the strongest signal in the report because it showed the website earning significantly more search exposure.

The growth suggests that content relevance, page structure and technical SEO signals were moving in the right direction.

TRAFFIC

Organic clicks increased from 6.25K to 7.2K. The increase was smaller than the visibility gain, which made click-through optimization the next clear opportunity.

The practical takeaway: the SEO foundation improved, and the next growth lever became converting more impressions into qualified visits.



RANKING

Average position improved from 21.9 to 15.9 across the main comparison period, showing that the website was not only appearing more often but also ranking higher.

At the end of the project report, the final 28-day snapshot showed an average position of 8.7. This works as a strong end-of-period ranking signal alongside the broader 21.9 to 15.9 comparison.

CTR

CTR moved from 5.1% to 2.5% while impressions more than doubled. This is a useful diagnostic point: visibility expanded faster than click capture.

The next phase should focus on title testing, meta descriptions, search intent alignment and updates for high-impression pages.

Work Completed

Completed SEO analysis, page recommendations and performance reporting

