

SEO PORTFOLIO

SEO Specialist

By Muhammad Umar

MONTHLY REPORTS OF

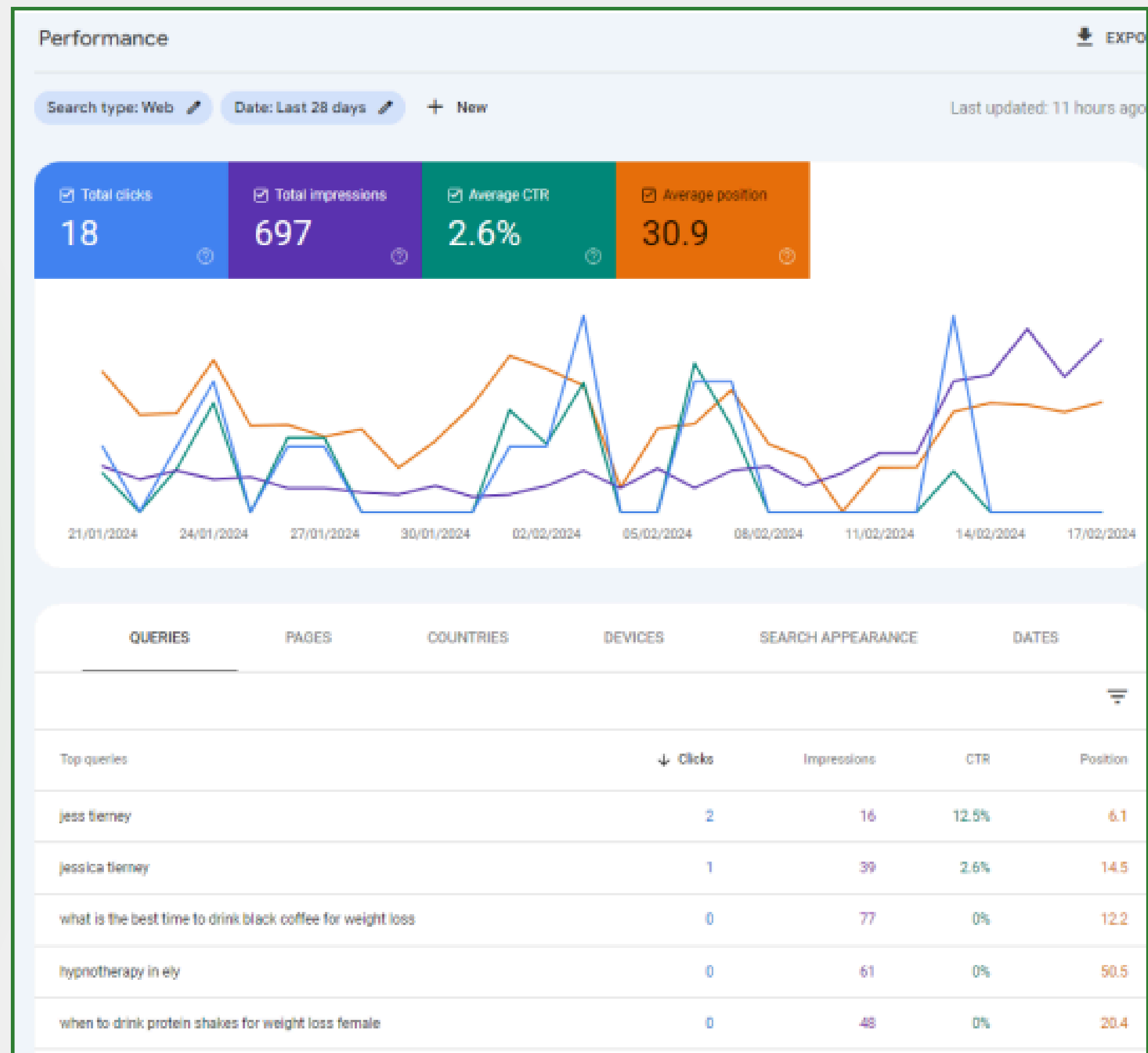
**JESS HYPNOTHERAPY
& HEALTH**



1st

MONTH

REPORT



I'm excited to present the monthly report detailing the progress and achievements in enhancing the online presence and visibility of your website, jesshypnotherapy.com. My dedicated efforts and strategic initiatives have yielded promising results, aimed at bolstering your website's Domain Authority (DA), competitiveness, and overall performance in the hypnotherapy and weight loss niche.

Enhancing Domain Authority and Competitiveness:

01

My primary focus has been on elevating your website's Domain Authority (DA) and competitiveness through targeted link-building endeavors. I have meticulously acquired backlinks from authoritative websites within the hypnotherapy and weight loss niche, ensuring relevance and quality. Concurrently, I have been actively publishing pertinent articles on your website to enrich its content and attract organic traffic.

Keyword Research and Content Optimization:

02

In accordance with your instructions, I have conducted comprehensive keyword research tailored to the UK market. Subsequently, I have initiated the publication of articles targeting these identified keywords. I'm delighted to inform you that three articles have already been published, each meticulously crafted to resonate with your target audience and enhance search engine visibility.

Performance Highlights:

03

I'm thrilled to share that our diligent efforts have begun to yield tangible results. Several articles are now ranking within the top 20 search results for targeted keywords, signifying an upward trajectory in search engine visibility. Moreover, I have meticulously optimized on-page elements of these articles to ensure maximum efficacy and relevance.

Moving Forward:

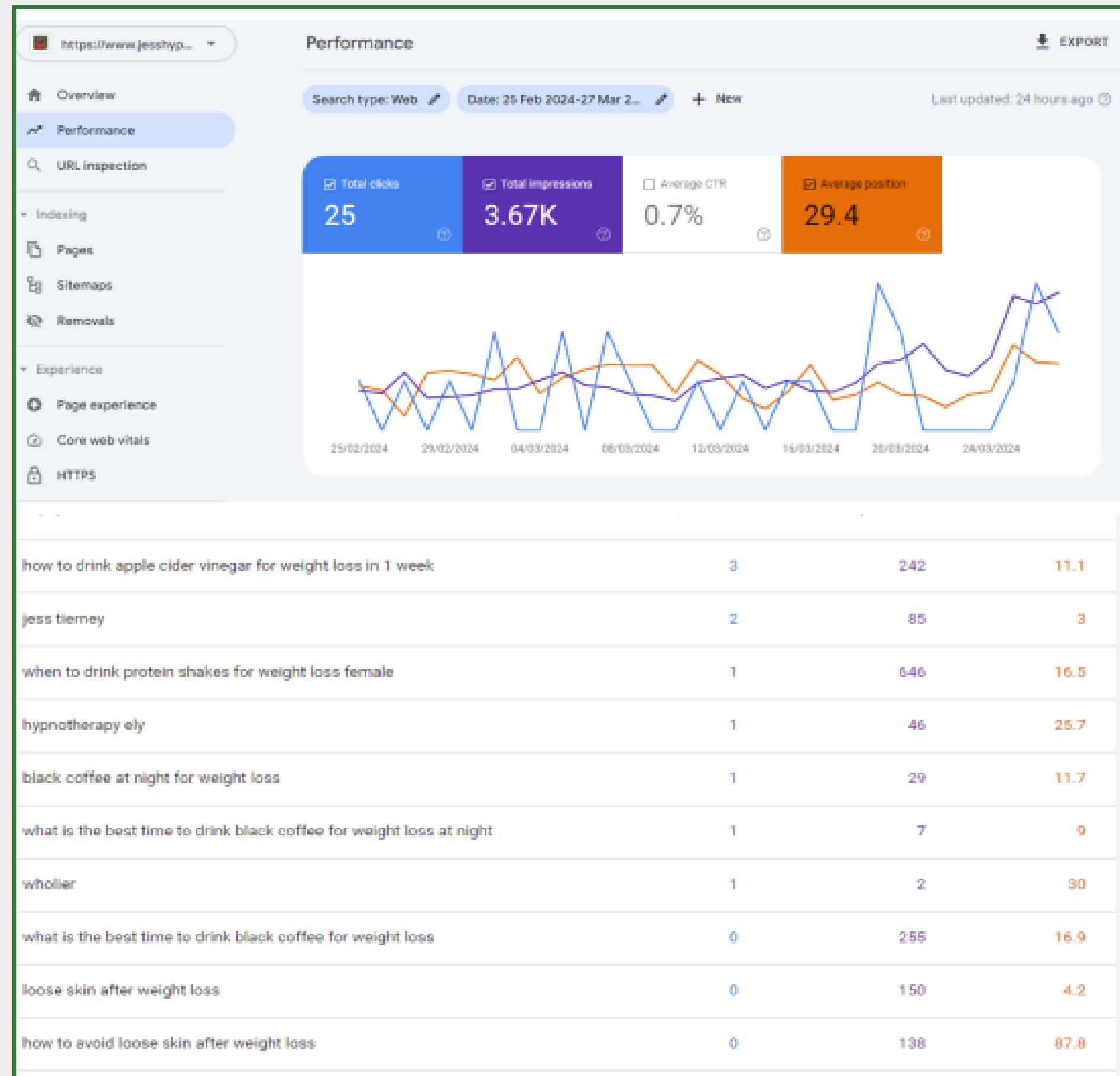
As I progress into the upcoming months, I'm committed to maintaining our momentum and further enhancing the digital footprint of jesshypnotherapy.com. My strategies will continue to evolve, leveraging insights gained from competitor analysis and market trends to drive sustained growth and prominence in search engine results.

CONCLUSION

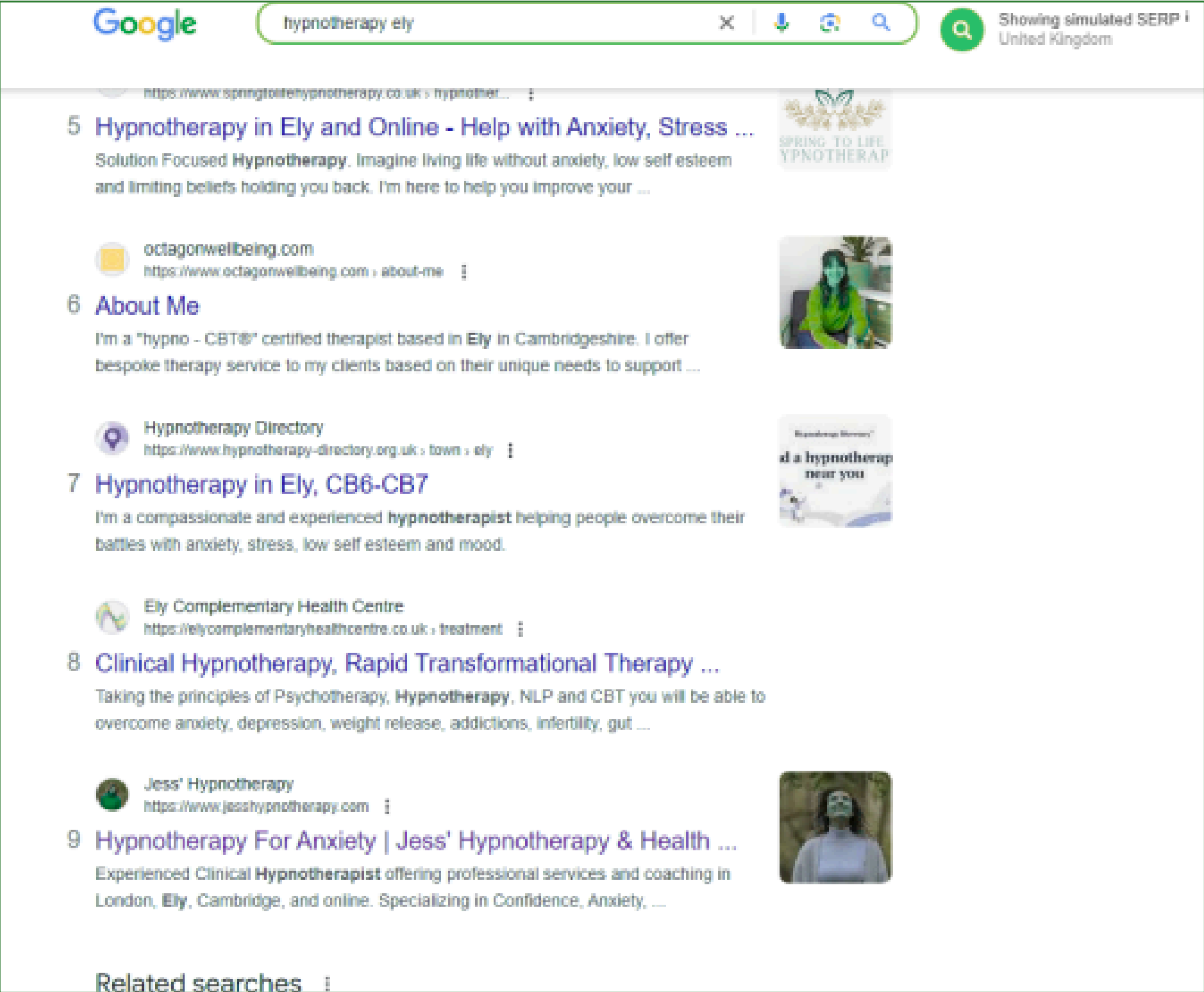
I'm dedicated to your success and remain steadfast in my commitment to delivering exceptional results. The progress achieved thus far is a testament to my collaborative efforts and strategic approach. I'm confident that our continued partnership will yield even greater achievements in the journey ahead.

2nd

MONTH REPORT



Climbing the Charts: Ascending to Top 9 Hypnotherapy Ely



Overview of Performance

01.

In March, I witnessed significant traction in enhancing your online visibility. With a remarkable almost 4,000 impressions and 26 clicks, we're making notable strides in capturing the attention of your target audience.

Keyword Strategy and Implementation:

02.

My comprehensive approach to keyword research and implementation has been instrumental in driving results. By strategically targeting both informative keywords to establish your authority and local service keywords to dominate in Ely, Cambridge, and surrounding areas, we're effectively aligning with your audience's search intents. My Keywords Sheet serves as a compass, guiding my efforts towards success.

Ranking Achievements:

03.

I'm thrilled to inform you that my efforts have borne fruit, with your website now ranking in the top 9 for the local keyword "Hypnotherapy in Ely." Additionally, our optimized content is making significant headway in ranking for various informative keywords in the top 10, further solidifying your authority in the industry. Attached are screenshots showcasing the progress for your reference.

04.

Content Strategy and Optimization:

My content strategy remains at the forefront of my efforts. By consistently delivering valuable and tailored content, I'm not only improving your local rankings but also engaging your audience effectively. This approach ensures that your website remains a go-to destination for relevant information in your field

05.

Backlinking Strategy:

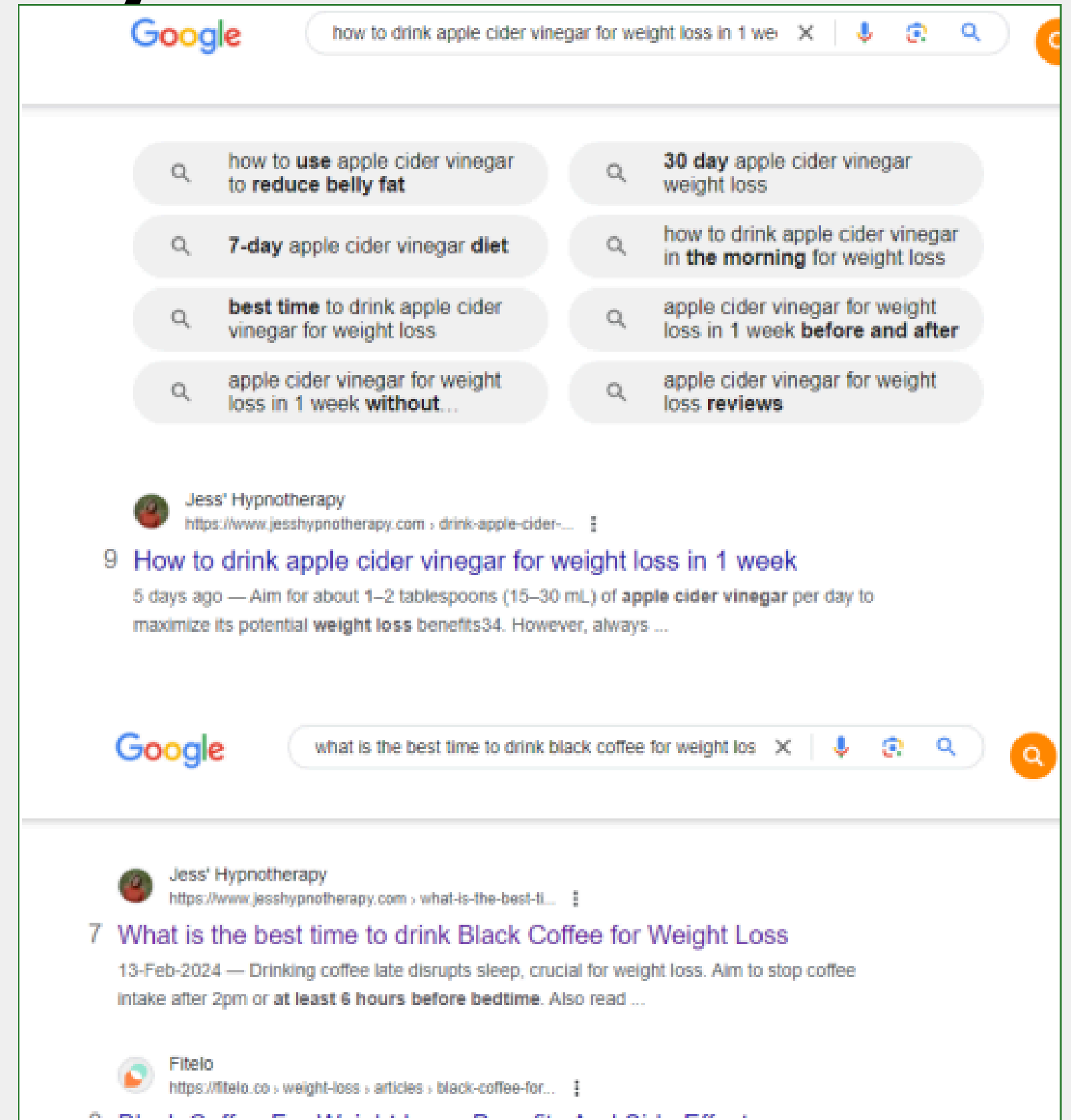
The implementation of my strategic backlinking strategy continues to be a driving force behind enhancing your website's authority and competitiveness. By securing quality backlinks, I'm bolstering your domain authority and positioning your website favorably against competitors.

06.

Next Steps:

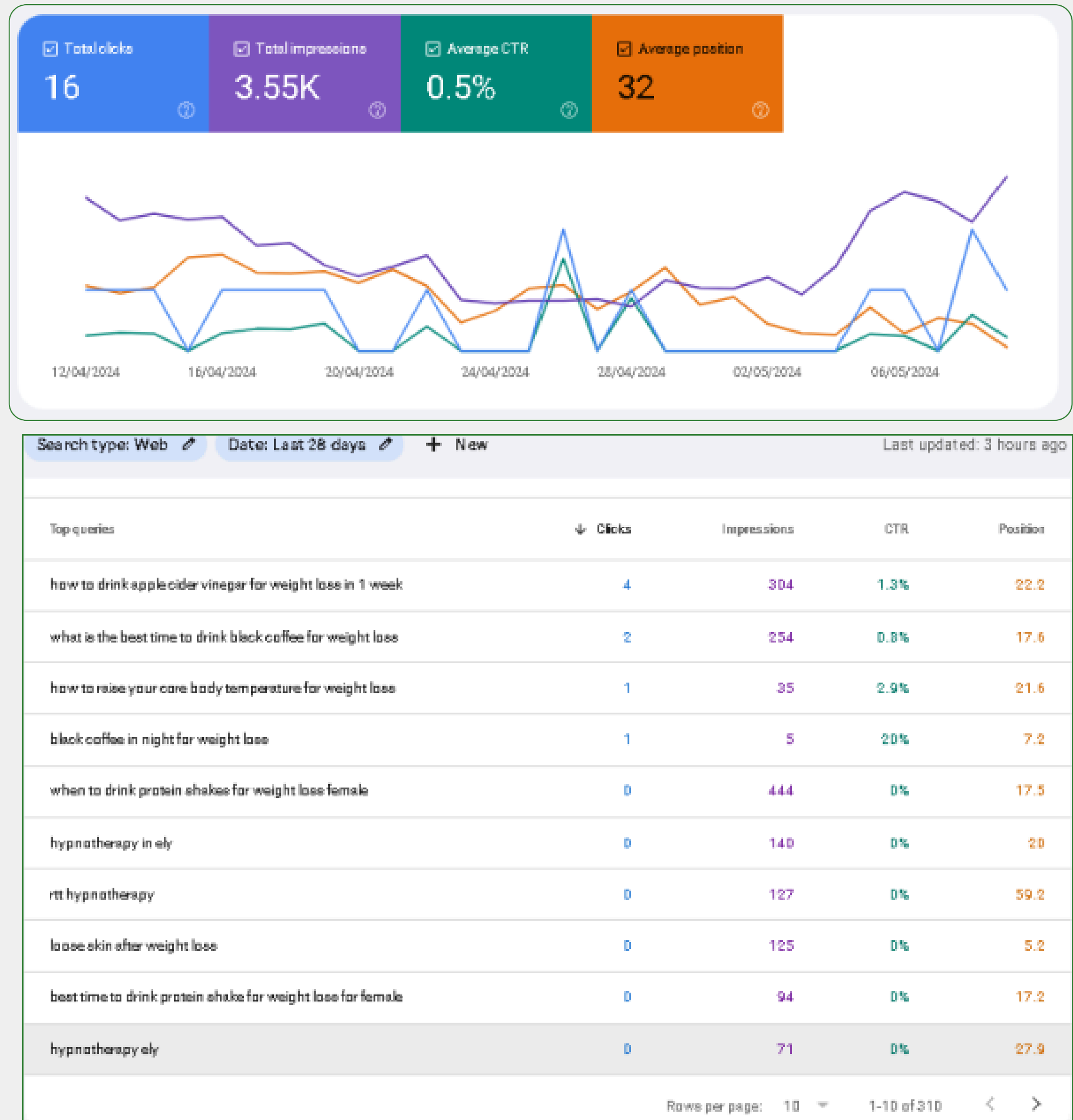
Looking ahead, our focus remains on refining the strategies to further elevate your online presence and local rankings. I'll continue to monitor performance metrics closely, making adjustments as needed to achieve optimal results. In conclusion, March has been a month of significant progress and achievements. Your trust in my services fuels my commitment to delivering exceptional results.

Some Other ranking keywords screenshots



3rd

MONTH REPORT



■ Performance Overview:

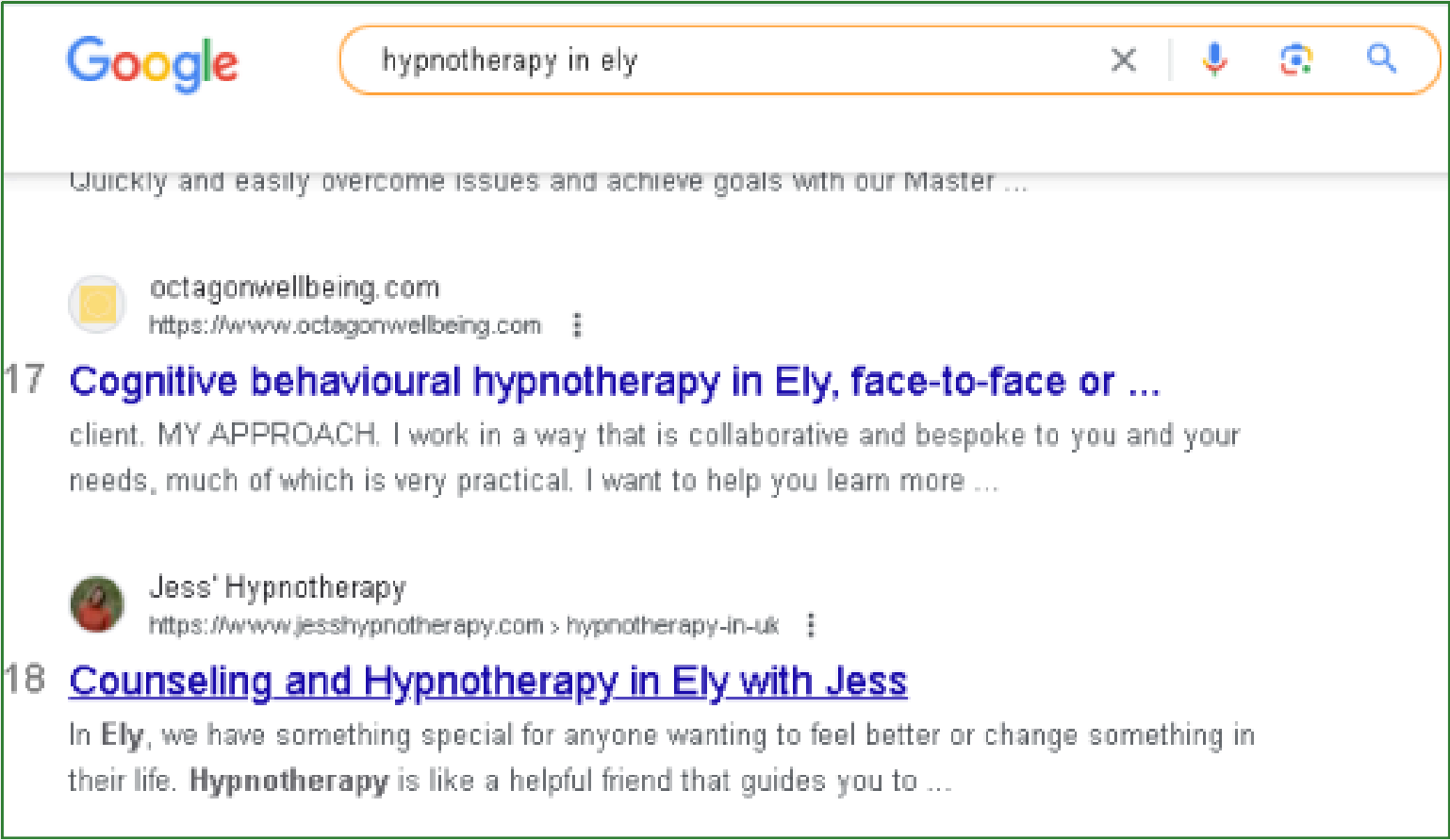
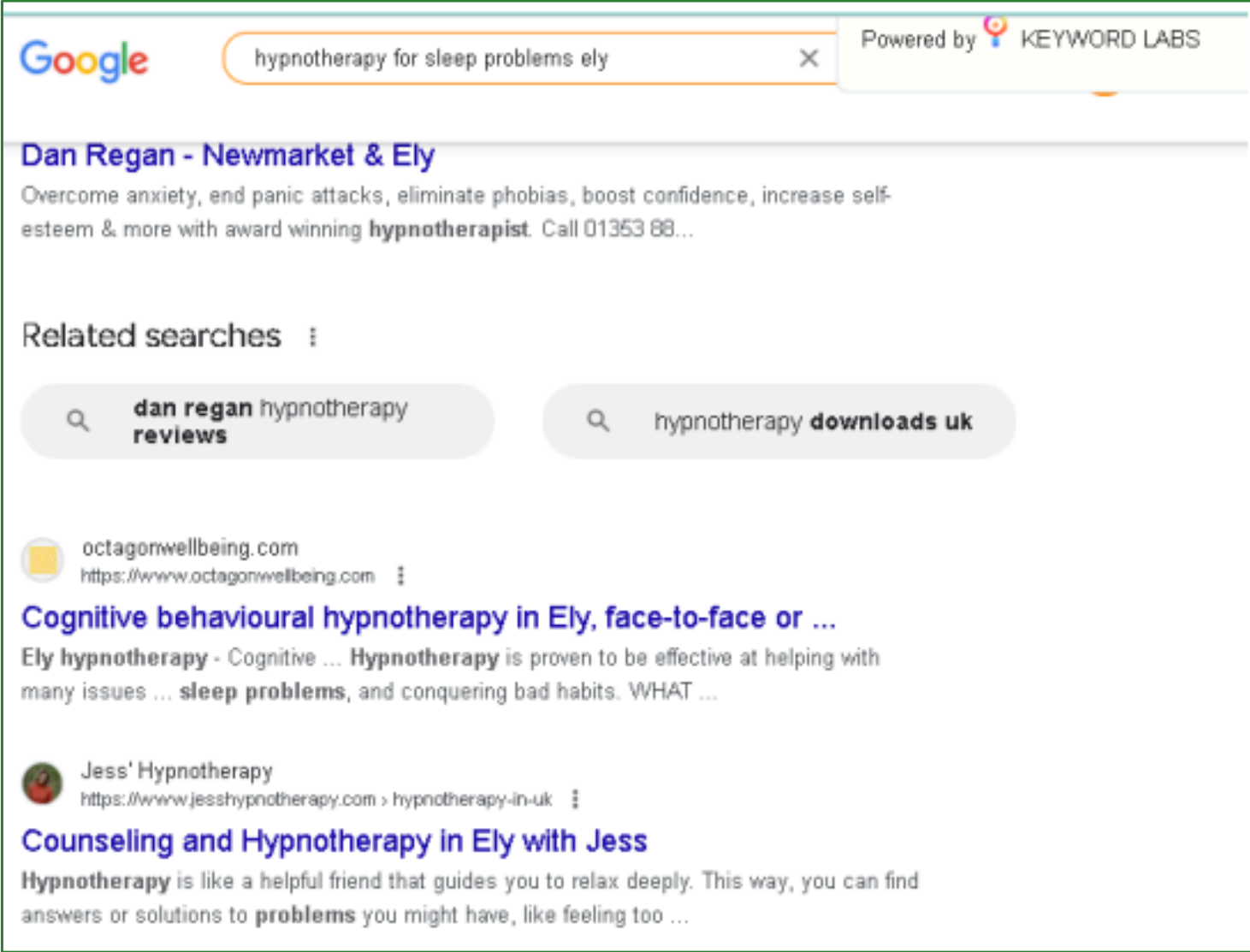
Impressions: I have observed a significant increase in impressions, reaching approximately 3.5k this month. This indicates that my efforts in optimizing your website's content and implementing targeted keywords are resonating well with your audience.

■ **Clicks:** While impressions are crucial, clicks demonstrate the effectiveness of my strategies in driving traffic to your site. I have achieved 18 clicks this month, a commendable result that showcases the relevance and appeal of your content to users

■ Keyword Rankings:

Local Keywords: My focus on local SEO has yielded promising results, with notable improvements in rankings for key terms such as "Hypnotherapy in Ely." I have secured a position within the top 16, signifying enhanced visibility among local audiences seeking hypnotherapy services in Ely.

■ **Informative Keywords:** Through targeted optimization for informative keywords, I have bolstered your website's authority as a trusted source of information in your industry. This is evidenced by the attached screenshots showcasing your presence in search results for relevant informational queries



■ Performance Recovery Post-Google Core Update:

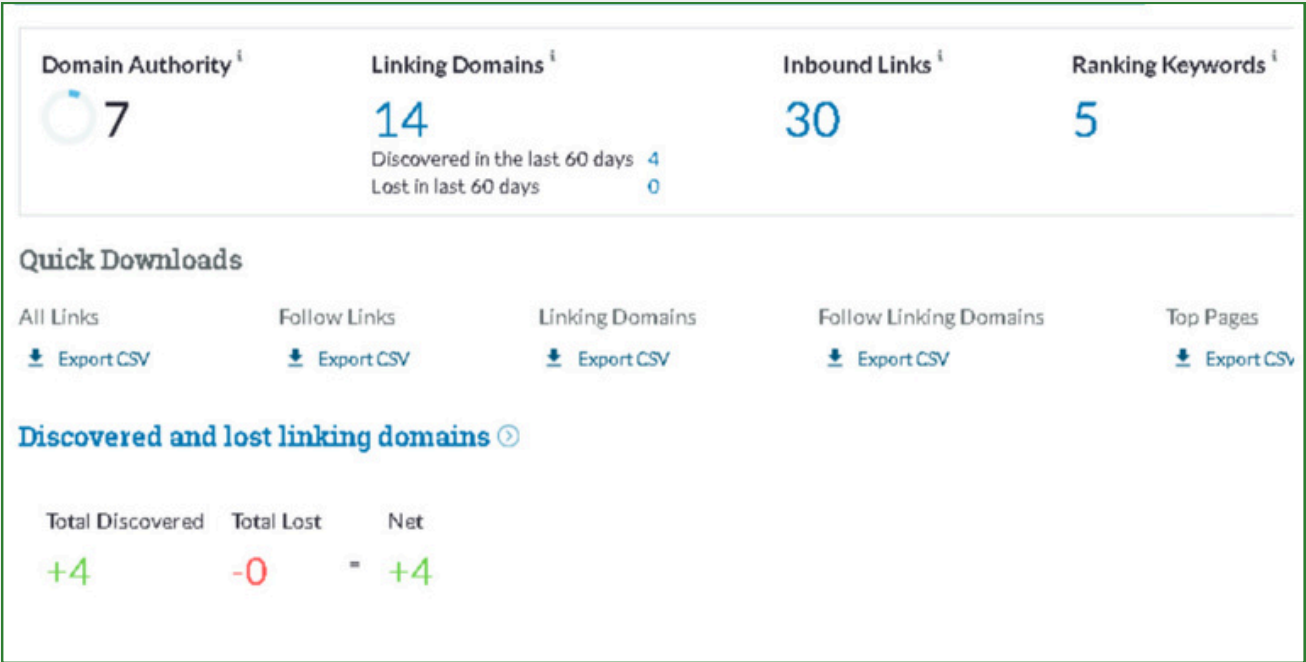
In the wake of the Google Core Update, I experienced a temporary setback in performance, consistent with industry trends. However, my proactive measures and diligent efforts enabled to swiftly recover and regain momentum, ensuring that your website is back on track to achieving its previous position and performance levels. Official Links for understanding:

<https://blog.google/products/search/google-search-update-march-2024/>

<https://www.searchenginejournal.com/google-march-2024-core-update/510243/>

■ Backlinking Strategy:

My strategic approach to backlinking continues to strengthen your website's authority and competitiveness. By acquiring high-quality backlinks from reputable sources, I'm enhancing your domain authority and reinforcing your position within the industry





black coffee for weight loss at night

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If you drink coffee, **serving it black is your best option for weight loss**. Black c
calorie-free it's the cream and sugar that can pack ...
3 answers · 0 votes: No. Not at all. Drinking coffee before bed with burn off ZERO b
What's the best time to drink **black coffee for weight** ... 6 answers 6 Nov 2020
Is **black coffee** in the morning good for **weight loss** ... 6 answers 20 Sept 2021
Does drinking **black coffee** really help reduce ... 76 answers 24 Nov 2017
Is it safe to drink strong **black coffee** every morning ... 2 answers 25 Jul 2021
More results from www.quora.com

 Healthline
<https://www.healthline.com/nutrition/coffee-increase...>

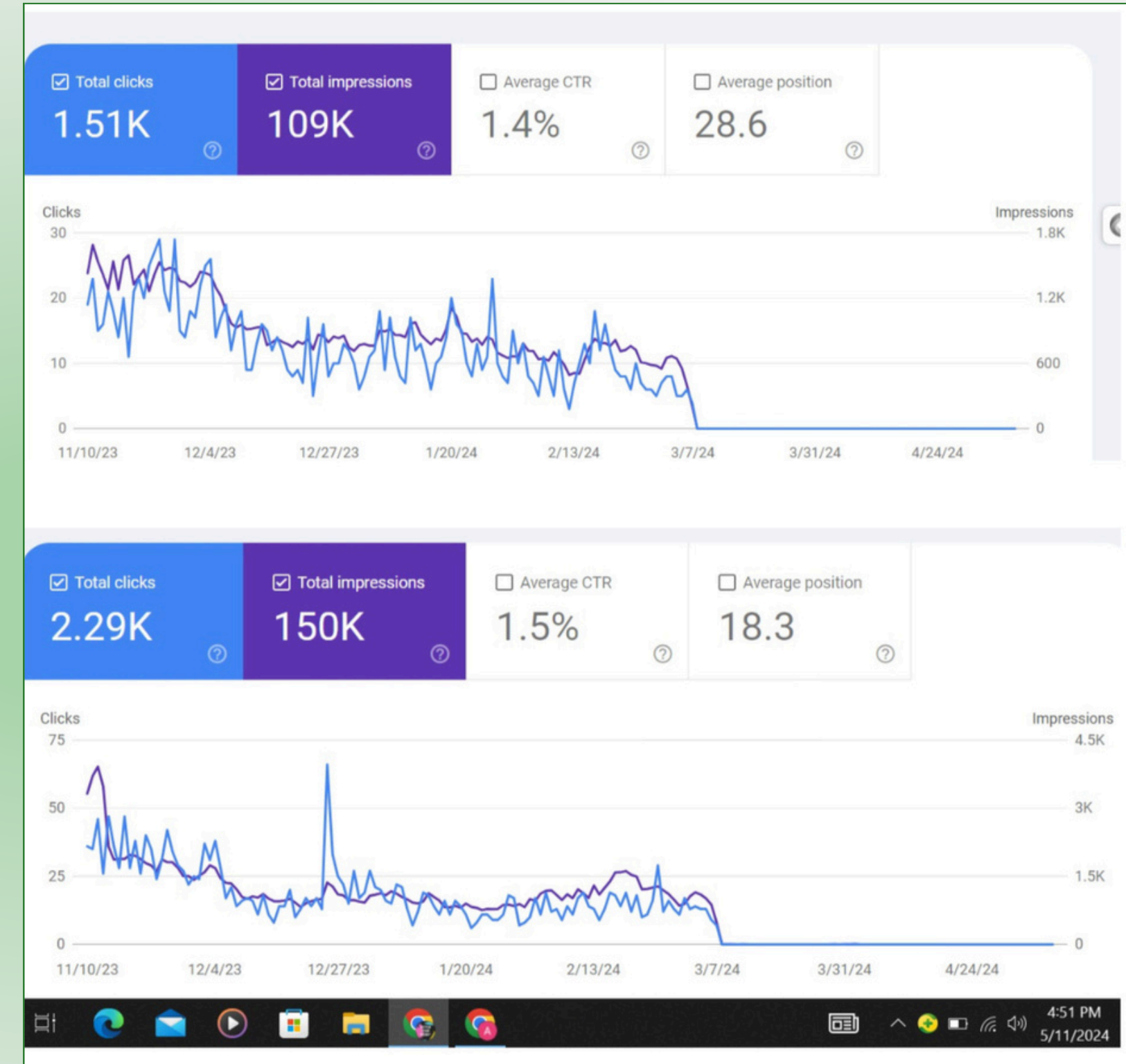
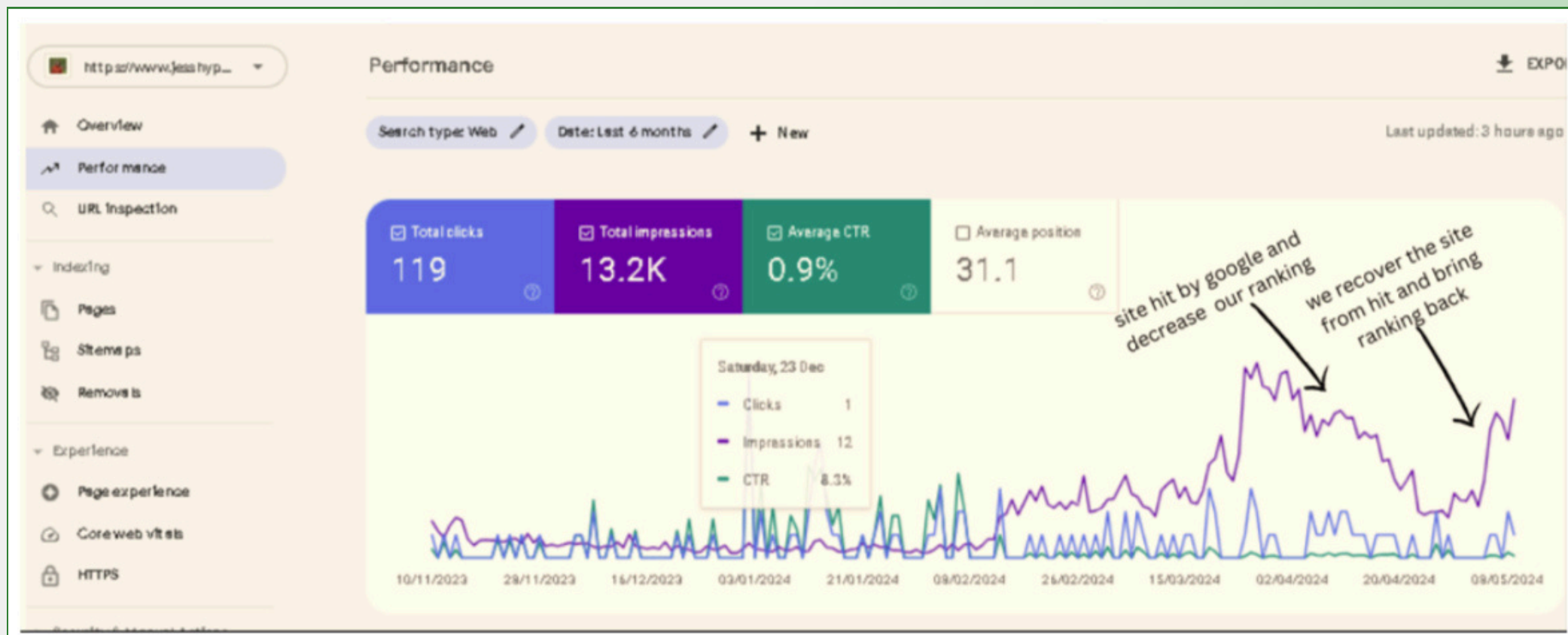
3 **Can Coffee Increase Your Metabolism and Help You Burn ...**
23 Oct 2023 — For this reason, drinking coffee or other caffeinated **beverages ma**
ineffective weight-loss strategy in the long term. The Bottom Line.

 Jess' Hypnotherapy
<https://www.jesshypnotherapy.com/what-is-the-best-ti...>

4 **What is the best time to drink Black Coffee for Weight Loss**
24 Apr 2024 — Drinking black coffee at night for **weight loss might not be ideal**.
Consuming caffeine in the evening can disrupt sleep, which is crucial for ...

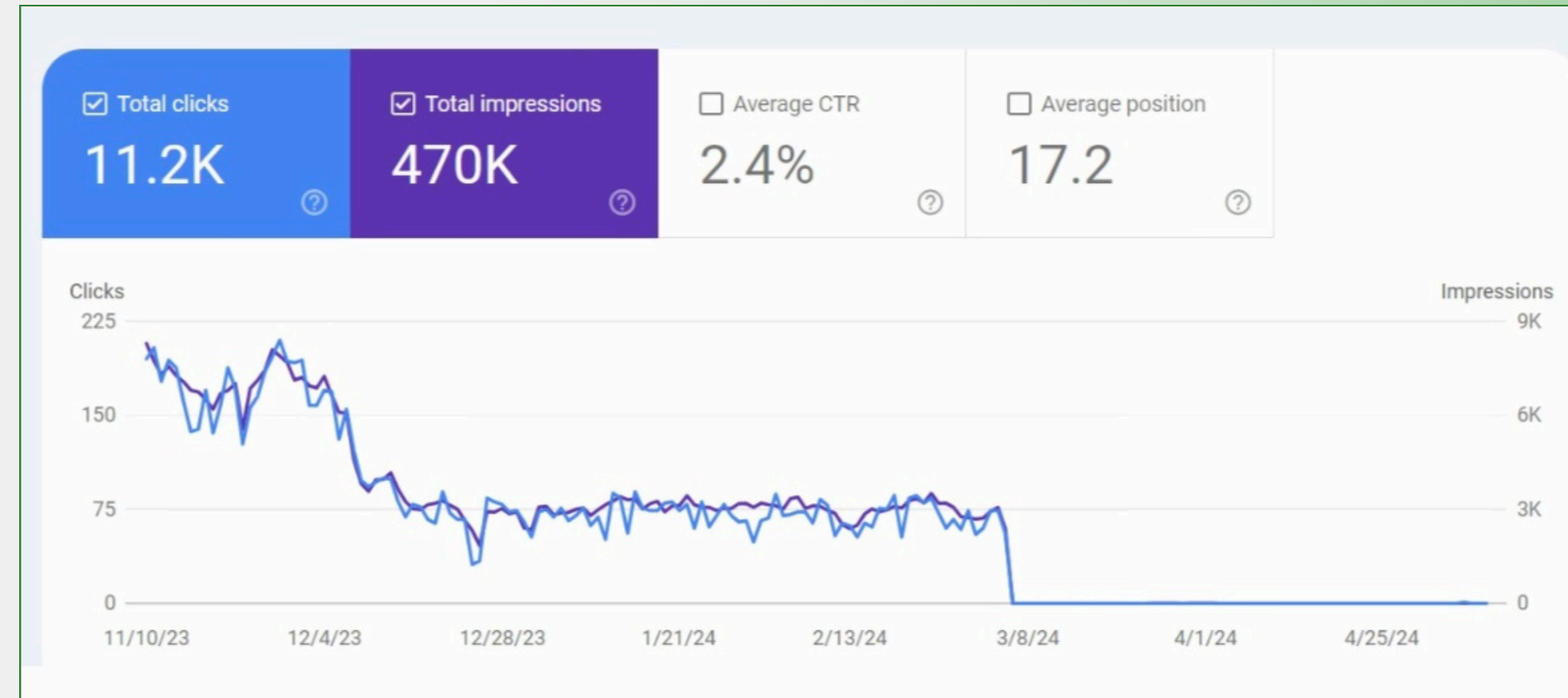
Our site performance which we recover from update:

Example of site hit by google in march update and now there traffic is zero:



Moving Forward:

As we progress into the coming months, my focus remains on sustaining and amplifying these positive outcomes. I'm committed to continuously refining my strategies, staying abreast of industry developments, and capitalizing on emerging opportunities to further elevate your online presence and drive meaningful results for your business.



Thank you for entrusting me with your SEO endeavors. I look forward to continuing this journey of growth and success together.

PREPARED BY

MUHAMMAD UMAR



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