



My --- Portfolio

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About Me

I'm Marwa Mahmoud, an SEO Specialist with 4+ years of experience driving organic growth for e-commerce and service websites. I focus on data-driven SEO strategies, technical optimization, and content planning that boost visibility and conversions. \

Core Skills :

On-page, Off-page & Technical SEO
Keyword & Content Strategy
Analytics & Performance
Tracking (GA4, GSC) Website Audits & Speed Optimization

Soft Skills :

Leadership & Team Collaboration Problem Solving &
Strategic Thinking Reporting & Communication

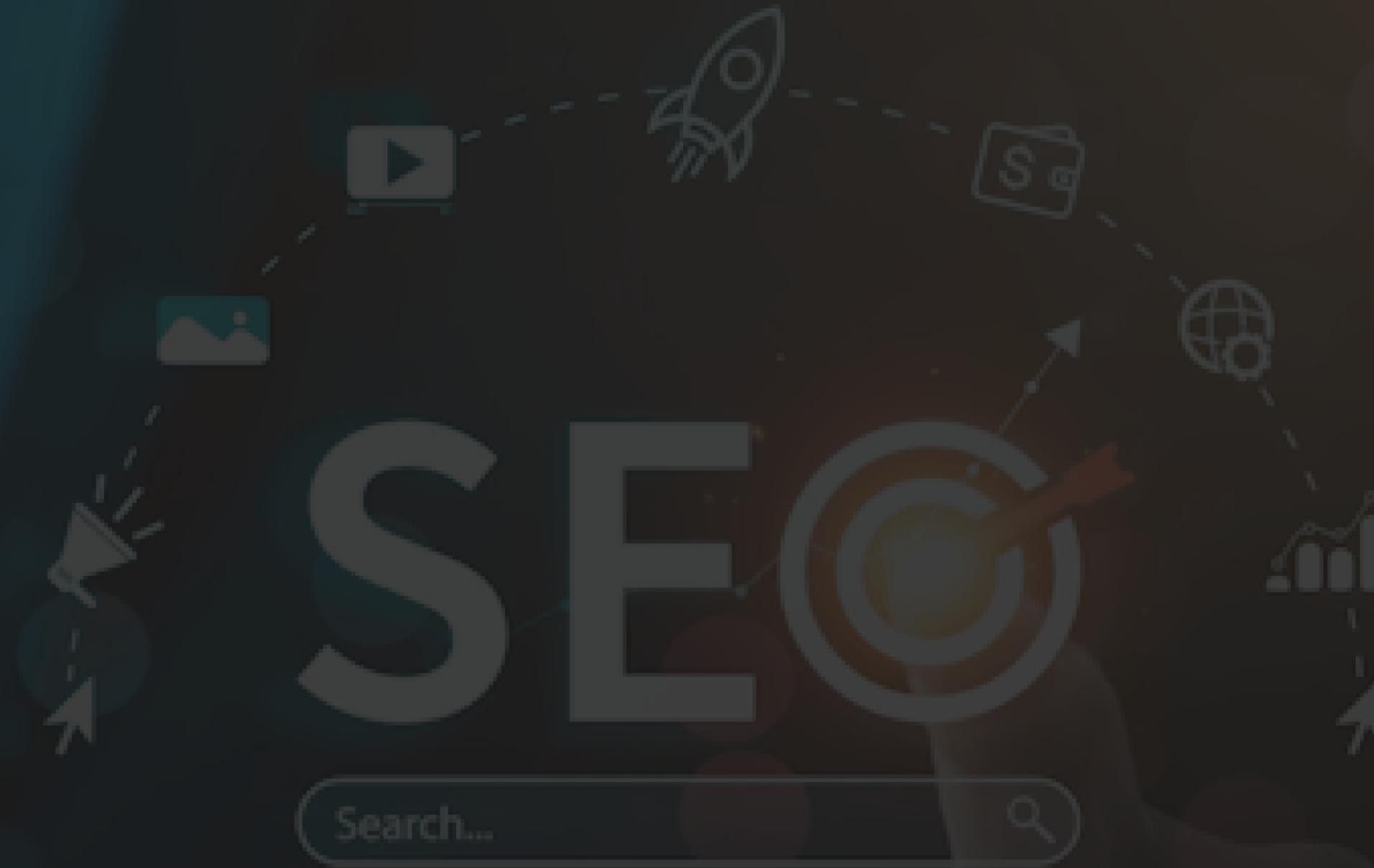
Tools

Ahrefs | SEMrush | Screaming Frog | Google Sheets

Highlights

Google Analytics Certified Trained 100+ students in SEO
Achieved 6-figure organic revenue growth across multiple projects





Here's a selection of SEO projects I've worked on, showing real strategies, implementations, and results achieved across different industries.

Project 1

Case Study: Boosting Organic Growth for a Tissue Products E-commerce Website

Overview :

This case study showcases the successful SEO-driven transformation of a tissue products e-commerce website. Within a few months, strategic initiatives were implemented to build topical authority, fix major technical issues, and drive significant organic growth through detailed keyword and content planning.

Goals

- Establish strong topical authority within the tissue product niche.
- Improve website loading speed and fix technical SEO issues to boost rankings.
- Develop a comprehensive content strategy with pillar and cluster articles.
- Increase organic sales and traffic by targeting commercial intent keywords.
- Optimize both product pages and the blog to enhance SEO and user experience.

Expand site visibility through a structured backlink acquisition plan.

Challenges

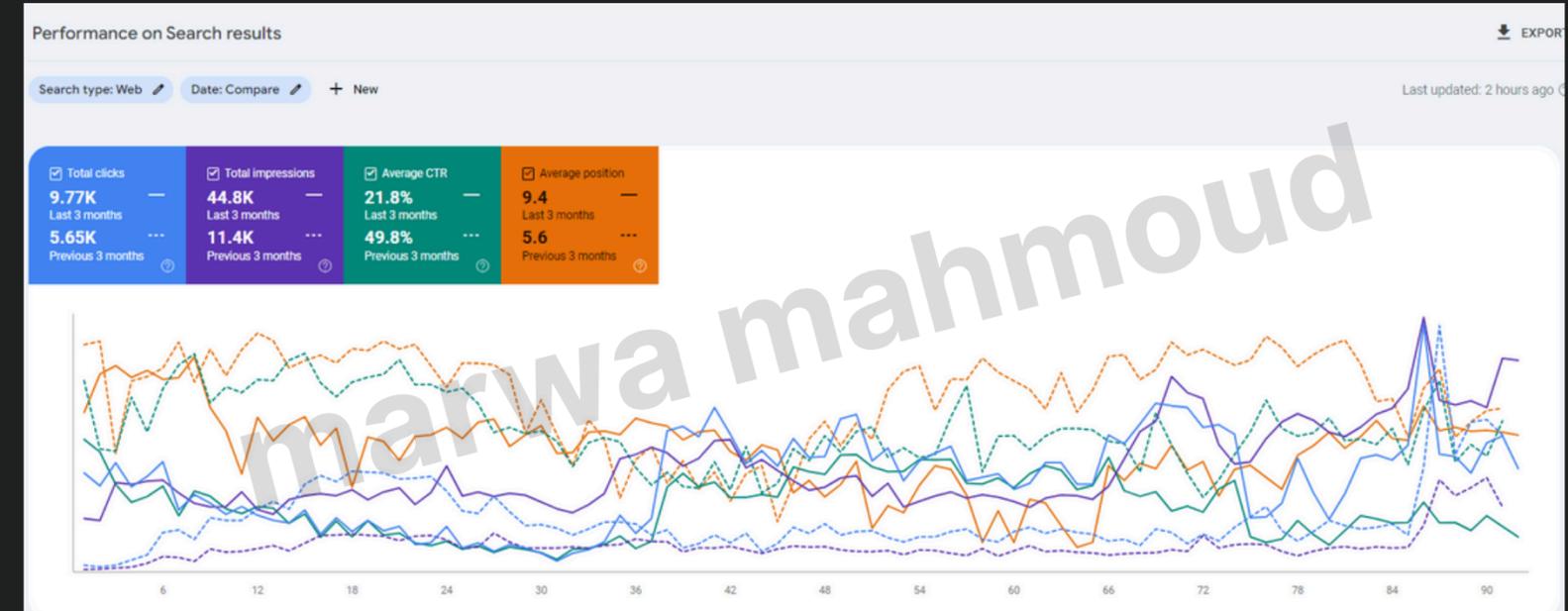
- Major technical issues negatively impacting site speed and SEO performance.
- Lack of a cohesive content structure and keyword strategy.
- Poor website theme performance affecting customer purchasing decisions.
- Weak organic visibility for high-converting commercial keywords.
- Inadequate internal linking and authority flow across the site.

Strategies :

- Built topical authority through pillar and cluster content.
- Improved site speed and resolved technical SEO issues.
- Developed keyword plan for blogs and products targeting commercial and long-tail terms.
- Implemented backlink strategy with reputable sources.
- Monitored rankings, traffic, and sales, adjusting strategies based on analytics

results :

- Rapid Growth in Traffic and Clicks: Total clicks rose from 5.65K to 9.77K in three months.
- Significant Increase in Impressions: Impressions jumped from 11.4K to 44.8K.
- Organic Revenue Surge: Organic search contributed to over SAR 385,166.54 in revenue during the analysis period.
- Improved User Behavior: Bounce rate dropped significantly while engagement and session time improved.
- Successful Technical Enhancements: Website speed improvements led to better rankings and user experience.
- Effective Keyword and Content Strategy: The content plan targeting commercial and informational keywords helped establish authority and trust with users.



Traffic acquisition: Session source/medium

Custom 12 Mar - 11 Jun 2024

Session source/medium	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count	Key events	Session key event rate	Total revenue
	100% of total	Avg 0%	Avg 0%	Avg 0%	Avg 0%	100% of total	100% of total	Avg 0%	100% of total
1 Snapchat / All_25/45 متداول مطوية	41,063	14s	0.72	6.27	67.12%	383,375	515.00	0.84%	SAR94,267.91
2 (direct) / (none)	36,501	46s	0.79	8.21	53.75%	557,715	4,553.00	6.79%	SAR970,069.84
3 snapchat.com / referral	11,620	21s	0.58	6.82	55.49%	142,862	428.00	2.04%	SAR85,082.82
4 tiktok.com / referral	11,934	29s	0.79	8.21	76.09%	128,825	629.00	4%	SAR121,311.71
5 Tiktok / All_25/54	12,925	26s	0.88	7.46	78.01%	123,653	638.00	3.83%	SAR128,755.43
6 Tiktok / All_25/44	13,508	32s	0.93	8.39	81.31%	139,344	759.00	4.54%	SAR147,402.71
7 Snapchat / All_20/50	4,367	11s	0.38	4.48	34.61%	56,587	67.00	0.53%	SAR12,763.19
8 google / cpc	9,773	1m 11s	0.93	10.74	61.11%	171,703	1,372.00	8.52%	SAR307,247.52
9 Snapchat / All_25/45	8,592	48s	0.87	9.53	72.89%	112,304	828.00	6.98%	SAR162,023.82
10 google / organic	10,103	1m 22s	1.35	11.98	67.34%	179,724	1,653.00	10.99%	SAR385,126.54

Project 2

Case Study: SEO Growth for a Winter Products & Car Oils Website

Overview

The project focused on improving the organic visibility and sales performance of an eCommerce website specializing in winter products and car oils. The SEO campaign aimed to build topical authority, fix technical issues, and create a structured keyword and content strategy to boost rankings and conversions.

Goals

- Establish topical authority in the automotive and car oil niche.
- Improve organic visibility and keyword ranking positions.
- Increase organic sales and engagement metrics.
- Resolve technical SEO and performance issues affecting site speed and indexability.
- Strengthen brand identity and visual consistency across the website.

Challenges

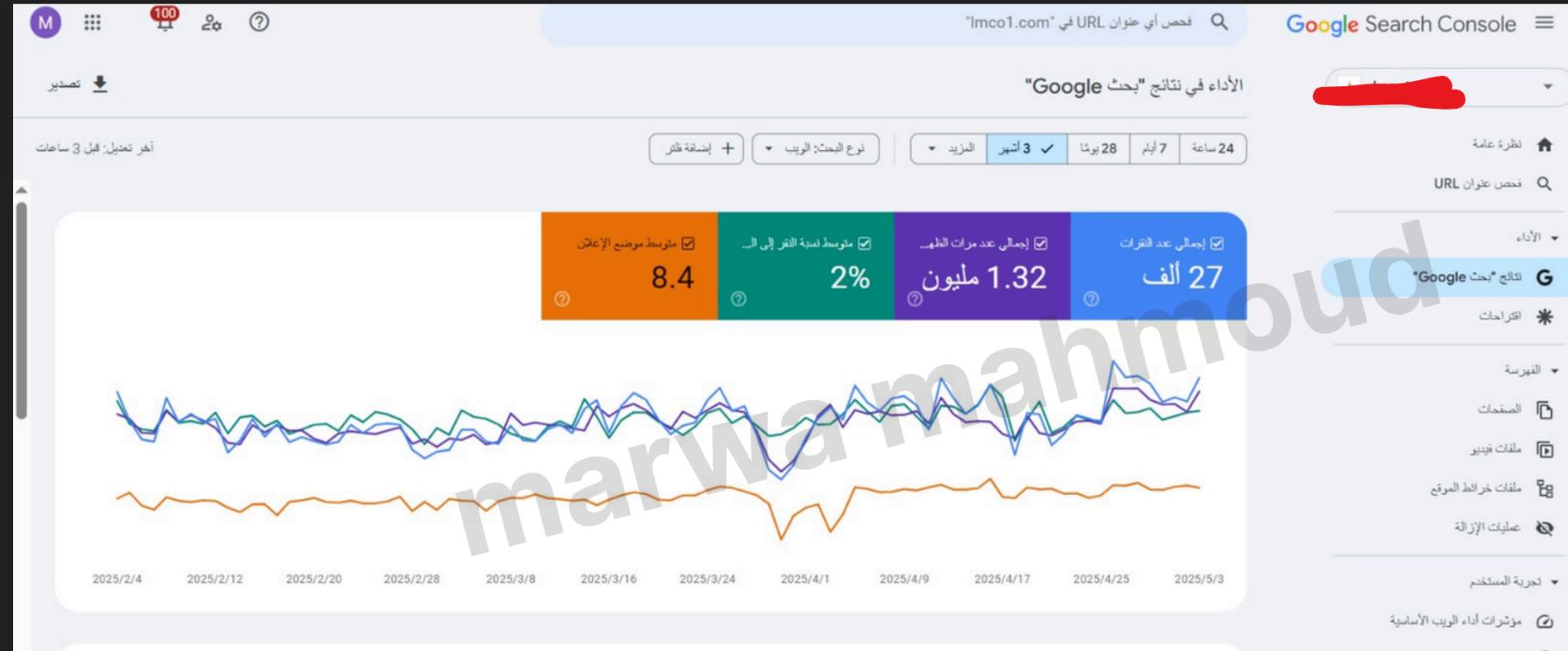
- The website suffered from low topical authority and limited content depth.
- Several technical SEO issues (theme performance, indexing errors) hindered visibility.
- Unoptimized keyword mapping, with content not aligned to user intent.
- Weak brand presentation and inconsistent visuals impacting user trust.
-

Strategies :

- Built topical authority with pillar & cluster content targeting car oils and winter products.
- Fixed technical SEO issues (speed, indexing, performance).
- Created a keyword & content plan for blogs and product pages targeting high-value keywords.
- Enhanced visual identity and user experience to boost trust and conversions.
- Monitored performance and optimized based on analytics and sales data.

Analytics Data (Last 3 Months)

- Total Clicks: 27K
- Total Impressions: 1.32M
- CTR: 2%
- Average Position: 8.4
- Total Revenue: SAR 158,225.38
- Organic Search Revenue: SAR 64,242.70
(≈ 40.6% of total sales)
- Engagement Rate: 97.86%
- Average Engagement Time: 20 seconds per session updates.



Source	Revenue (SAR)	Engagement Rate (%)	Average Position	CTR (%)	Average Session Duration (s)	Conversion Rate (%)
الإجمالي	SAR 158,225.38	0.38%	8.4	2%	20	97.86%
Organic Search	SAR (40.6%) 64,242.70	0.33%	8.4	2%	17	97.95%
Cross-network	SAR (31.26%) 49,460.53	0.47%	8.4	2%	19	98.74%
Direct	SAR (0.49%) 782.66	0.09%	8.4	2%	45	97.87%
Referral	SAR (15.9%) 25,157.60	0.98%	8.4	2%	20	96.15%
Unassigned	SAR (8.29%) 13,120.53	0.5%	8.4	2%	20	88.13%
Paid Search	SAR (0.24%) 382.95	0.09%	8.4	2%	6	97.91%
Organic Video	SAR (0.98%) 1,546.46	0.43%	8.4	2%	15	96.65%
Organic Social	SAR (1.98%) 3,133.75	0.33%	8.4	2%	15	99.24%
Organic Shopping	SAR (0%) 0.00	0%	8.4	2%	35	100%

Project 3

Digital Marketing Case Study: The Roastery SEO and Site Transformation

Overview

This 3-month project was a successful technical SEO and content overhaul for a coffee roastery e-commerce site (roastedbeans.sa) to overcome severe technical debt, poor visual identity, and non-commercial content.

Challenges

The site was extremely slow and unstable with major technical issues (e.g., 'Discovered' indexation errors), an unappealing visual identity, and a keyword strategy that lacked sales intent.

Goals

The project was guided by three core objectives:

1. Establish Topical Authority: Position the roastery as the definitive expert in the niche by building a structured content strategy (Pillar/Cluster model).
2. Improve Organic Search Performance: Resolve core technical and site speed issues to enable proper indexing, improve search rankings, and increase organic traffic.
3. Increase Organic Revenue: Convert increased organic traffic into tangible sales by focusing content on buyer intent keywords and improving the overall user experience.

Strategies

1. **Technical & Speed Fixes:** Immediate resolution of major technical SEO problems and drastic site speed improvements for better rankings.
2. **Topical Authority:** Implemented a Pillar/Cluster content model, focusing on a main Pillar article and supporting content tailored to commercial, buyer-intent keywords.

Project 3

Analytics Data

- **Organic Revenue: SAR 40,012.26** (Direct revenue from organic traffic).
- **Total Impressions: 4M** (Massive increase in search visibility).
- **Average Position: 6.1** (Achieved first-page ranking average).
- **Organic Engagement Rate: 95.93%** (Extremely high user satisfaction).



Traffic acquisition: Session source / medium | Custom Feb 11 - May 13, 2024

Session source / medium	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count	Key events	Total revenue
google / cpc	67,431	63,733	42s	1.12	18.46	94.52%	1,244,867	406.00	SAR74,935.04
google / organic	28,108	26,964	53s	1.11	23.59	95.93%	662,965	207.00	SAR40,012.26
(direct) / (none)	9,727	9,134	1m 09s	1.21	34.52	93.9%	335,753	139.00	SAR32,418.50
Snapchat / All_25/49	2,242	2,225	1m 15s	1.13	21.71	99.24%	48,672	2.00	SAR451.77
roastedbeans.sa / referral	1,922	1,767	1m 35s	2.20	48.56	91.94%	93,331	106.00	SAR24,024.38
Tiktok / All_25/54	536	496	3s	0.96	18.05	92.54%	9,673	0.00	SAR0.00
(not set)	577	0	1m 31s	0.00	118.47	0%	68,360	3.00	SAR596.35
instagram.com / referral	479	455	55s	1.08	26.01	94.99%	12,461	0.00	SAR0.00
tiktok.com / referral	353	336	1m 22s	1.00	43.33	95.18%	15,296	2.00	SAR455.90

Project 4

Digital Marketing Case Study: E-commerce Fashion Store Turnaround

Overview

This case study details a 3-month digital marketing and technical SEO project for an e-commerce dress store in the fashion niche. The primary objective was to overcome critical design, technical, and SEO flaws to 3x search visibility and generate organic revenue.

Goals

1. **Triple Search Visibility (Impressions/Clicks):** Achieve a 300\% increase in core search performance metrics.
2. **Generate Organic Revenue:** Drive new sales directly from organic search traffic.
3. **Establish SEO Foundation:** Implement comprehensive on-page SEO and fix technical errors for long-term ranking stability.

Challenges

- **Poor UX/Design:** Unappealing interface; products weren't prominent; critical user flow errors (e.g., poor text contrast).
- **Technical Issues:** Multiple programming problems and a faulty theme prevented smooth operation.
- **Zero SEO:** Total lack of on-page SEO, no product content optimization, and zero real search engine enhancements.

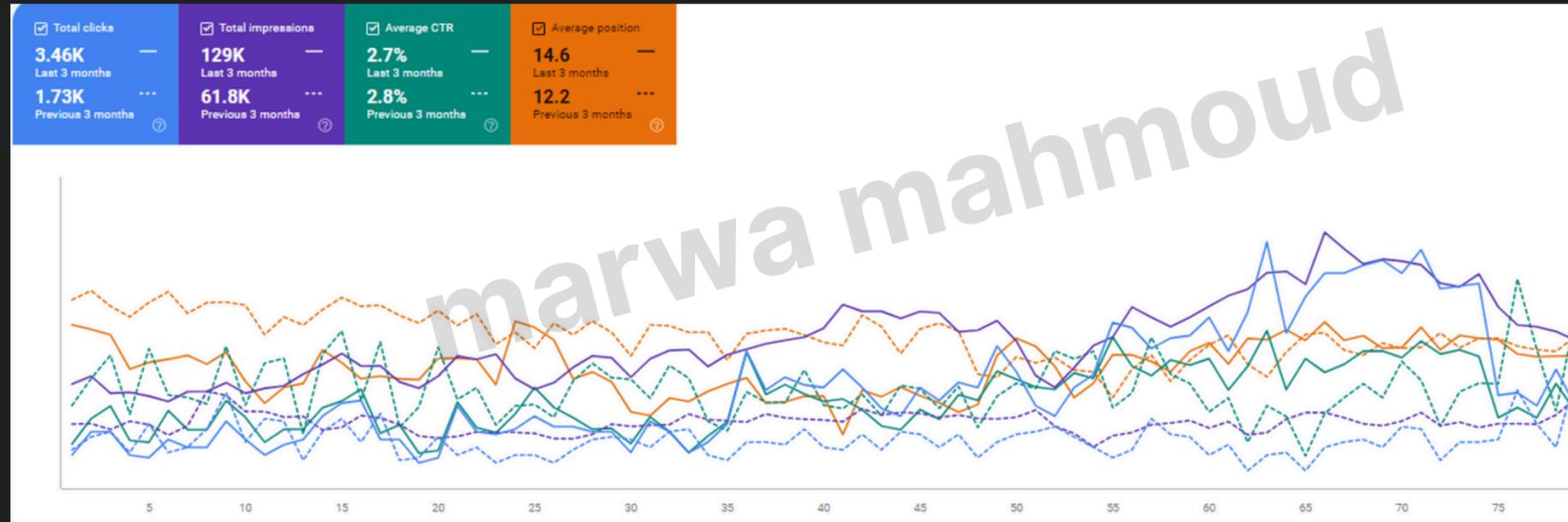
Strategies

1. **Technical & UX Overhaul:** Solved all programming bugs and archive issues; implemented Schema markup; redesigned the site for a sales-driven visual identity.
2. **Strategic Content:** Executed a plan based on competitive analysis, creating SEO-compliant product content targeting commercial keywords.
3. **Off-Page Growth:** Launched a backlink strategy to boost domain authority and search visibility.

Project 4

Analytics Data & Results

- Search Performance: Achieved a $\mathbf{3x}$ increase in Impressions and Clicks (in 3 months).
- Organic Revenue: Generated $\mathbf{SAR 8,623}$ in direct organic sales.



Session source / medium	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count	Conversions	Total revenue
	4,090 of total	44,358 100% of total	25,840 100% of total	51s Avg 0%	0.76 Avg 0%	8.76 Avg 0%	58.25% Avg 0%	388,478 100% of total	155.00 100% of total	SAR51,118.27 100% of total
1 (direct) / (none)	7,680	10,262	5,417	49s	0.71	8.76	52.79%	89,869	53.00	SAR17,063.38
2 google / cpc	6,686	7,988	4,351	50s	0.65	8.50	54.47%	67,914	36.00	SAR11,954.86
3 snapchat.com / referral	5,404	6,812	4,186	45s	0.77	8.86	61.45%	60,357	3.00	SAR940.50
4 google / organic	4,038	5,509	3,692	1m 11s	0.91	10.14	67.02%	55,866	27.00	SAR8,623.04
5 l.instagram.com / referral	2,405	2,759	2,253	1m 34s	0.94	13.20	81.66%	36,406	20.00	SAR7,087.08
6 tiktok.com / referral	2,254	2,543	1,047	18s	0.46	5.92	41.17%	15,043	1.00	SAR334.00
7 tiktok / design	1,957	2,289	1,171	23s	0.60	6.36	51.16%	14,557	2.00	SAR675.00
8 snap / referral	1,118	1,274	767	52s	0.69	9.59	60.2%	12,217	2.00	SAR619.80
9 tiktok / saudi arabia - interests	715	785	337	21s	0.47	5.85	42.93%	4,594	0.00	SAR0.00
10 snapchat / videos	586	707	476	1m 01s	0.81	10.18	67.33%	7,199	0.00	SAR0.00

Project 5

E-commerce Turnaround Case Study: Optimizing Traffic Quality for an Electronics Retailer

Overview

This case study documents the digital strategy to overhaul an underperforming electronics e-commerce site. The initial challenge was a disconnect between high search visibility and low sales, caused by untargeted traffic, poor branding, and technical issues. The primary goal was to shift the focus from irrelevant clicks to high-intent conversions within the target market (SAR region).

Goals

1. **Maximize Revenue & Organic ECR:** Increase sales by acquiring high-quality, transactional traffic.
2. **Improve Search Relevancy:** Achieve top rankings for commercial keywords in the target region.
3. **Establish Brand Authority:** Build trust and recognition to increase direct and branded traffic.
4. **Enhance Technical Performance:** Fix site speed and UX issues.
- 5.

Challenges

- **Irrelevant SEO:** The site ranked for non-sales keywords attracting unqualified traffic from non-target countries (high clicks, low conversion).
- **Weak Authority:** Low Domain Authority due to a minimal backlink profile.
- **Poor Content/Branding:** Lack of a clear brand identity and virtually no content plan or active blog.
- **Slow Site Speed:** Technical deficiencies hindered both user experience and SEO

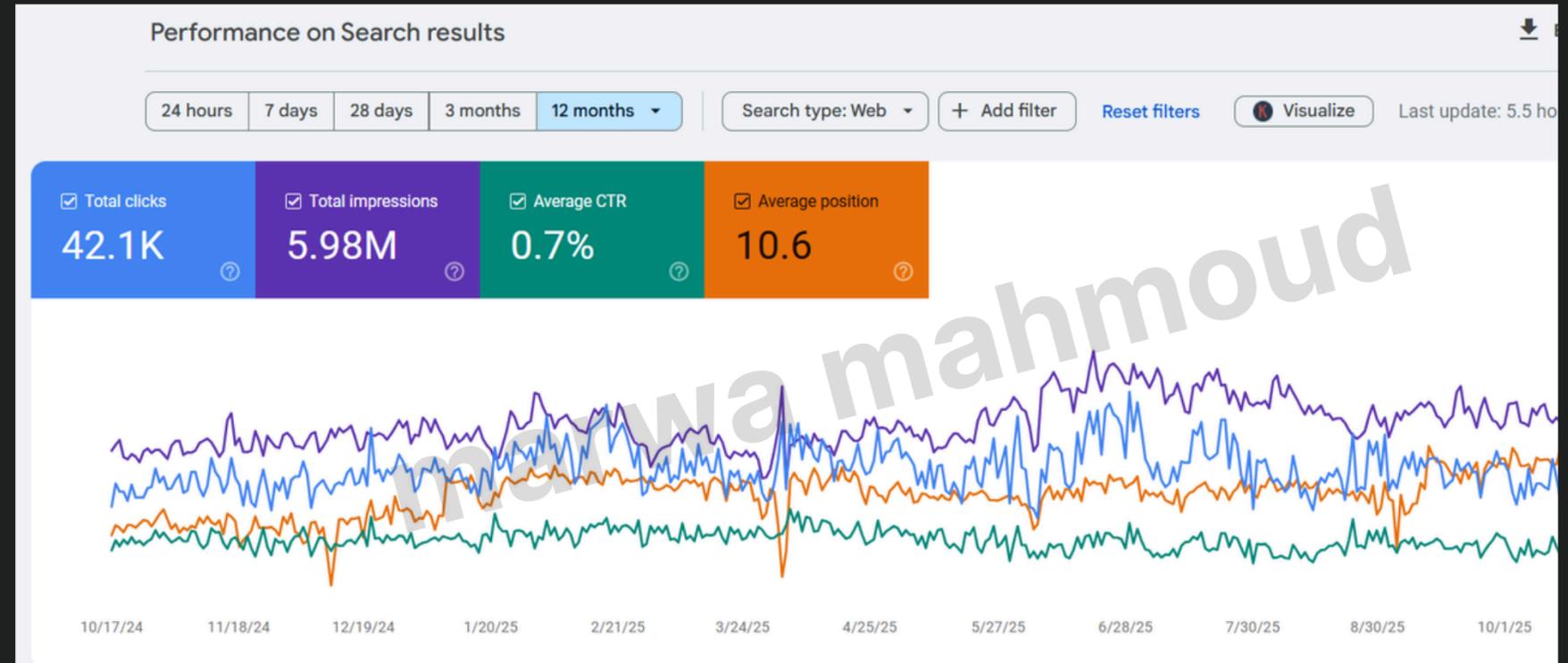
Strategies

1. **SEO Re-Focus:** Switched to commercial keywords ("Buy [Product] SAR") and corrected geo-targeting.
2. **Content & Authority:** Launched a content calendar (reviews/guides) and a backlink campaign to build DA.
3. **Technical Optimization:** Improved site speed and streamlined the checkout process.
4. **Brand Identity:** Defined clear messaging to build customer trust

Project 5

Analytics Data : Organic Search Visibility (12-Month View)

- **High Impressions:** Achieved 5.98 million Total Impressions, showing strong visibility in search results.
- **Average Position Needs Improvement:** The site ranks at an Average Position of 10.6, generally placing it at the bottom of the first page or the top of the second page.
- **Total Organic Clicks:** Generated 42.1K Total Clicks from search results.
- **Revenue:** Organic search (Google / organic) is the second-largest revenue contributor, generating SAR 278,559.27.



أخر 12 شهرا 18 أكتوبر 2024 - 18 أكتوبر 2025

اكتساب الزيارات: مصدر/وسيط الجلسة

الإجمالي الأرباح ↓	معدل الأحداث الرئيسية في الجلسة جميع الأحداث	الأحداث المهمة جميع الأحداث	عدد الأحداث جميع الأحداث	الأحداث في كل جلسة كل جلسة	مدة لكل	مصدر/وسيط الجلسة	
SAR 1,463,954.75 من الإجمالي 100%	2.06% % في المتوسط	9,176.00 من الإجمالي 100%	3,067,047 من الإجمالي 100%	6.85 % في المتوسط	توسط	الإجمالي	<input checked="" type="checkbox"/>
SAR (33.08%) 484,227.34	1.64%	(36.58%) 3,357.00	(39.7%) 1,217,619	5.92		tiktok / paid	1 <input checked="" type="checkbox"/>
SAR (19.03%) 278,559.27	1.74%	(15.74%) 1,444.00	(19.35%) 593,577	7.19		google / organic	2 <input checked="" type="checkbox"/>
SAR (17.42%) 255,074.12	2.94%	(17.74%) 1,628.00	(12.8%) 392,707	7.14		(none) / (direct)	3 <input checked="" type="checkbox"/>
SAR (11.17%) 163,591.08	2.26%	(11.54%) 1,059.00	(12.31%) 377,546	8.06		google / cpc	4 <input checked="" type="checkbox"/>
SAR (5.05%) 73,938.62	7.78%	(5.07%) 465.00	(1.9%) 58,323	9.85	10	links.businesschat.io / referral	5 <input checked="" type="checkbox"/>
SAR (4.64%) 67,958.04	2.33%	(5.29%) 485.00	(4.75%) 145,653	7.08		tiktok.com / referral	6 <input type="checkbox"/>
SAR (2.08%) 30,432.65	5.89%	(1.7%) 156.00	(0.9%) 27,736	10.61	10	BusinessChat / WhatsApp	7 <input type="checkbox"/>

Page

Thank You

Let's collaborate to grow your
brand's organic presence

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