My Portfolio

marwa mahmoud abd elhamed

SEO Executive , Head of SEO , Senior SEO Specialist

seospecialist454@gmail.com
0 10 98736579
https://eg.linkedin.com/in/marwa-mahmoud-2231711b7

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 :

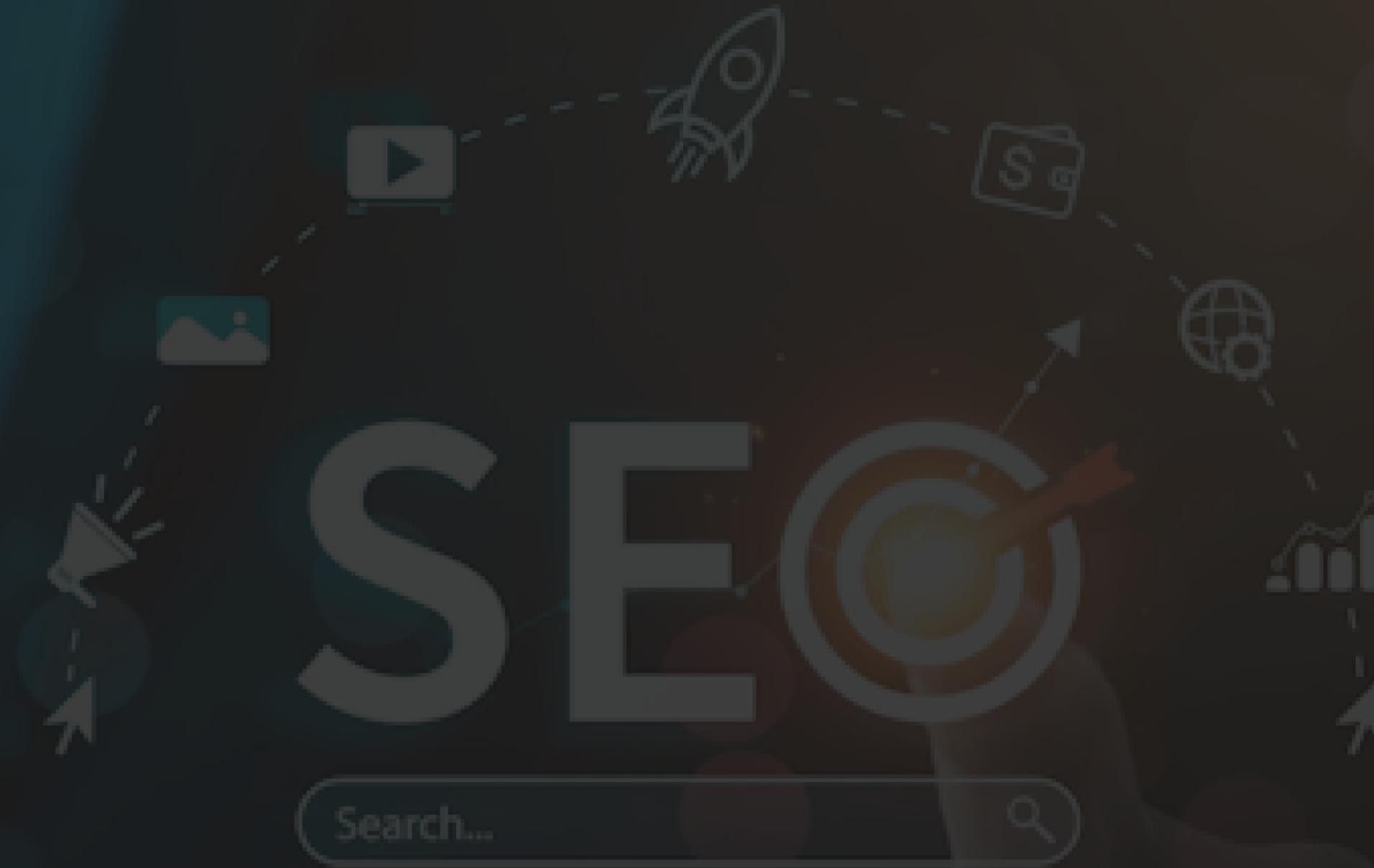Leadership & Team Collaboration Problem Solving & Strategic Thinking Reporting & Communication

▪ 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.
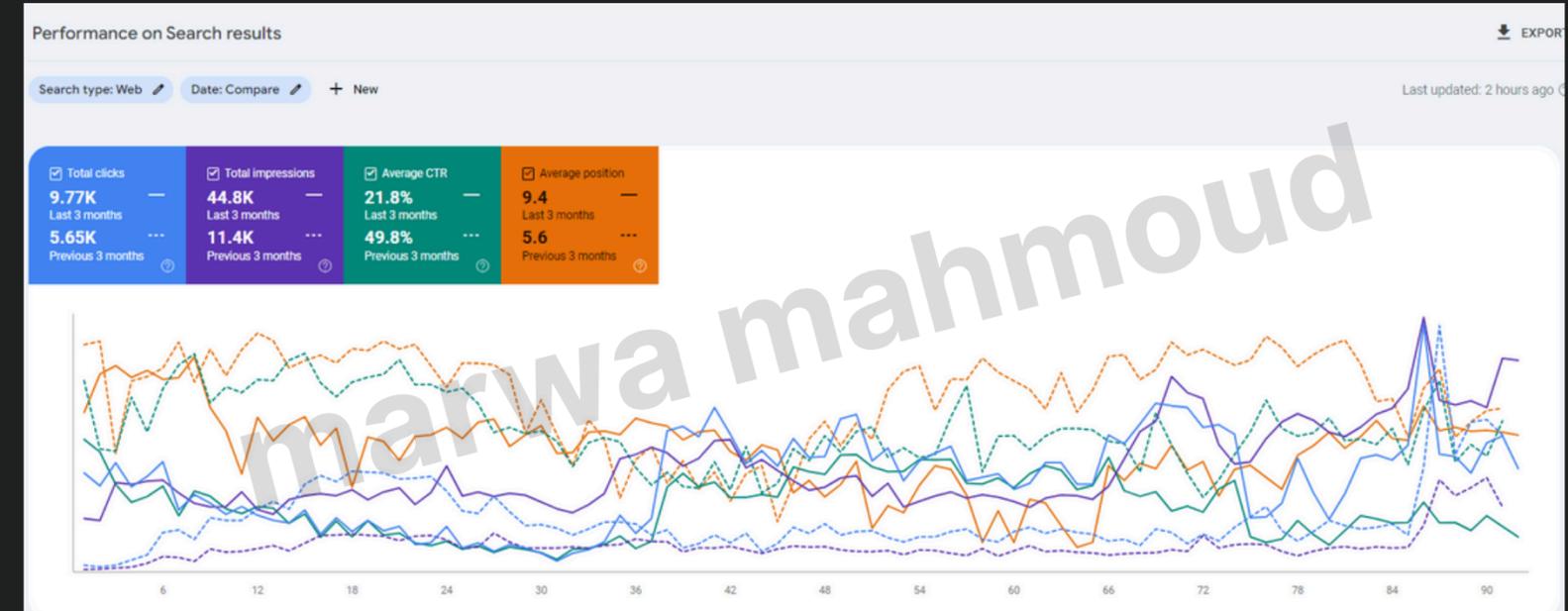
Challenges

- 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.

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.

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.

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.
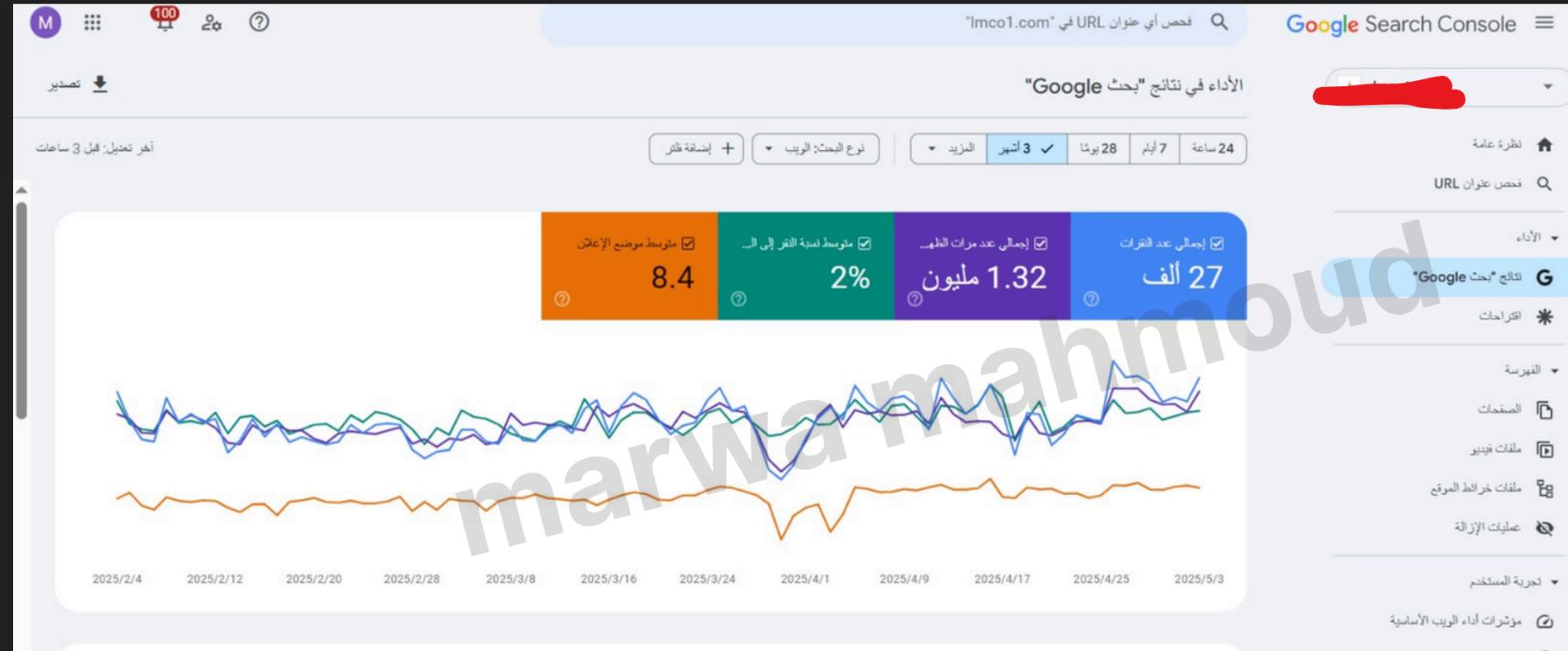
Challenges

- 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.
-

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.

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.

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).**

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.

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.

Goals

1. Triple Search Visibility (Impressions/Clicks): Achieve a $\text{300\%}$ 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.
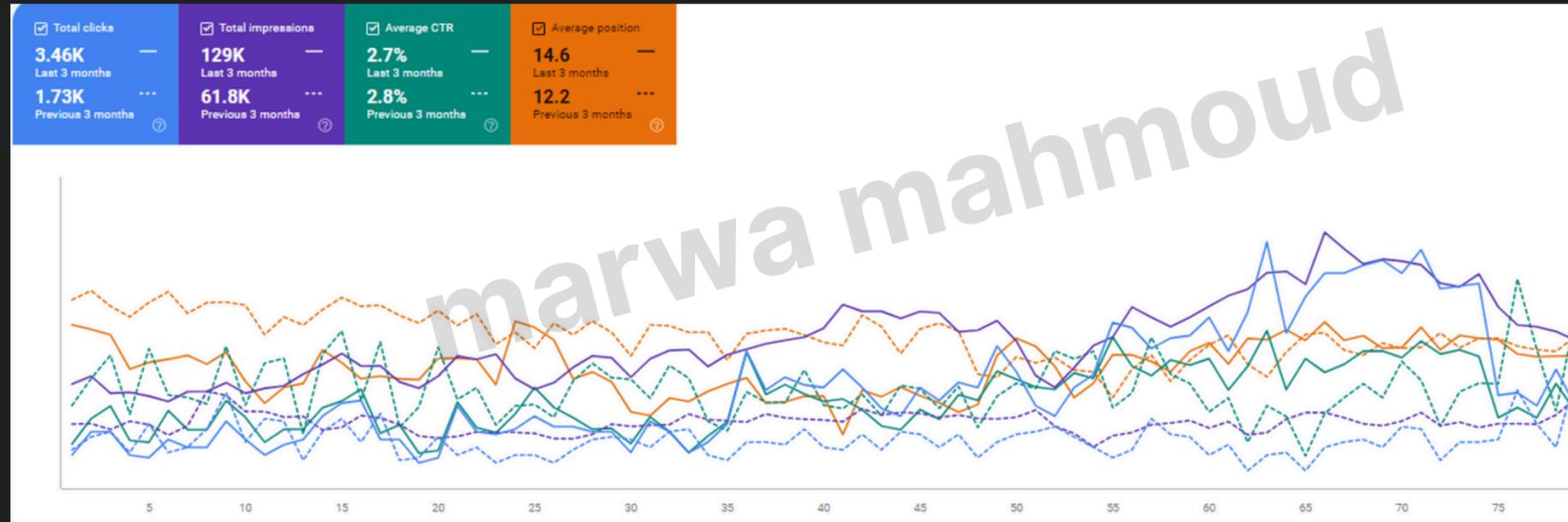
Strategies

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.**

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).

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.
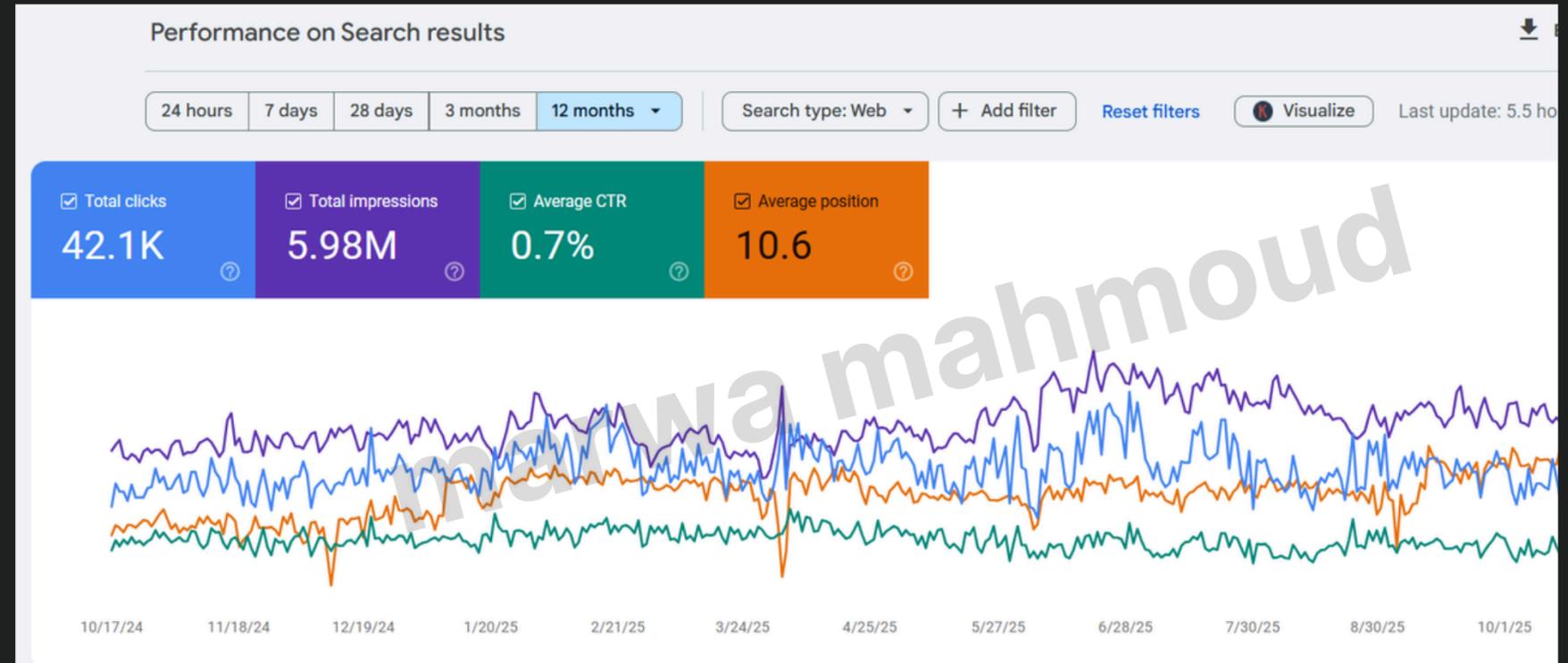- **Slow Site Speed:** Technical deficiencies hindered both user experience and SEO

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.

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 :
IOrganic 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.**

Thank You

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

seospecialist454@gmail.com
0 10 98736579
https://eg.linkedin.com/in/marwa-mahmoud-2231711b7