

# **SEO Portfolio**

**Erwin Salas**

**SEO Expert**

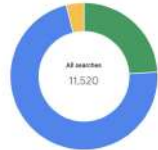


# Local SEO for a Clinic in Canada

## Local SEO

### Vancouver HQ

1



- We went from 11,510 searches to 11,520 this month
- We went from 18,100 views to 19,100 this month
- We went from 590 to 608 actions this month
- Phone Calls:  
Monday, Wednesday and Friday  
4:00 - 6:00 pm
- Photos receive 67% more views than similar businesses

### Vancouver HQ

2



- We went from 11,520 searches to 13,565 this month
- We went from 14,000 views to 20,000 this month
- We went from 574 to 744 actions this month
- Phone Calls:  
Tuesday, Wednesday and Thursday  
11 am - 12 pm
- Photos receive 83.5% more views than similar businesses

### Vancouver HQ

3



- We went from 9.1K searches to 9.5K this month
- We went from 12.7K views to 13K this month
- We went from 779 to 908 actions this month
- Phone Calls:  
Monday, Wednesday and Thursday  
3 pm - 5 pm
- Photos receive 364% more views than similar businesses

# Local SEO

## Local SEO for Ultra Luxurious Contractor in NY

17,837

👁 People viewed your Business Profile

📈 +30.1% (vs Feb 2022–Jun 2022)

### Platform and device breakdown

Platform and devices that people used to find your profile.



● 7,131 · 40%

Google Maps – mobile

● 5,176 · 29%

Google Search – desktop

● 5,124 · 29%

Google Search – mobile

● 406 · 2%

Google Maps – desktop

7,462

🔍 Searches showed your Business Profile in the search results

📈 +23.3% (vs Feb 2022–Jun 2022)

### Searches breakdown

Search terms that showed your Business Profile in the search results

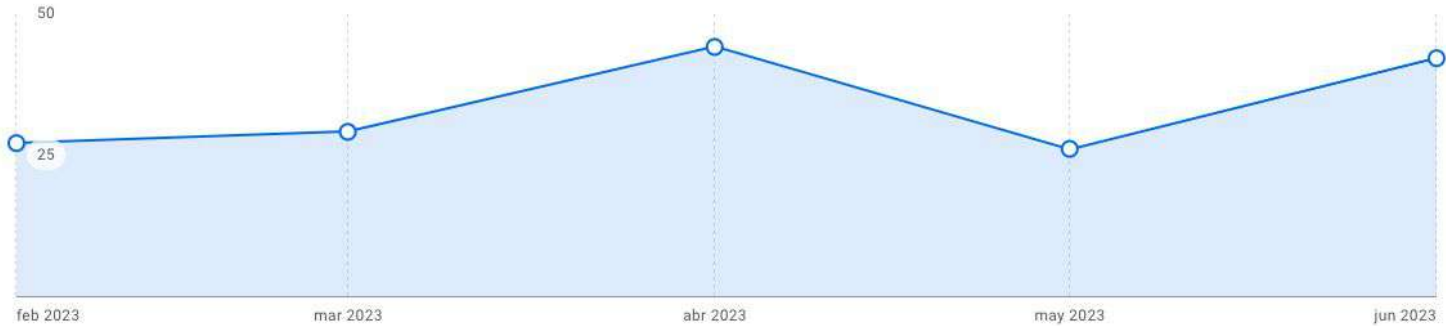
1.	sauna	4,246
2.	sauna installation	975
3.	sauna	203
4.	spa	173
5.	sauna installation	168

## Phone Call Strategy for Local Business in FL

# 168

llamadas realizadas desde tu Perfil de Negocio

📈 +2,700.0% (en comparación con el período de feb 2022 a jun 2022)



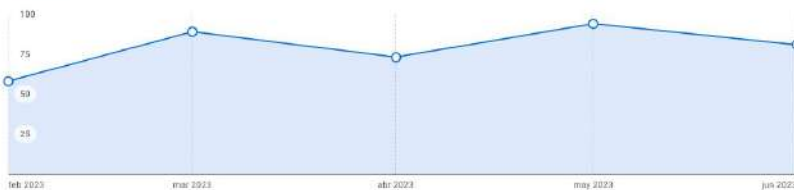
# Local SEO

## Local SEO for a Contractor in TX

395

Interacciones del Perfil de Negocio ⓘ

▲ +176.2% (en comparación con el periodo de feb 2022 a jun 2022)



1,307

👁️ Personas que vieron tu Perfil de Negocio

▲ +759.9% (en comparación con el periodo de feb 2022 a jun 2022)

### Desglose por plataforma y dispositivo

Son las plataformas y los dispositivos que las personas utilizaron para encontrar tu perfil.



- 466 · 36 %  
Búsqueda de Google – computadoras de escritorio
- 380 · 29 %  
Búsqueda de Google – dispositivos móviles
- 364 · 28 %  
Google Maps – dispositivos móviles
- 97 · 7 %  
Google Maps – computadoras de escritorio

## Quick SEO Strategy for a Technology Event in South America

# SEO for Events



# Fintech



# SEO for Startups

## Case Study 1

### Case Study

**What:** e-Commerce in a very competitive market in North America.

**When:** Before & after results **over 6 months of work**

**How:** Implemented SEO for e-Commerce

### Metrics

**Clicks:** The total of clicks is how many times a user clicked through to your site after appearing in the search results.

**Impressions:** The total of impressions is how many times a user saw a link to your site in the search results.

**CTR:** Average CTR is the percentage of impressions that resulted in a click.

**Position:** This is the average position of your site in search results, based on its highest position whenever it appeared in a search.



# E-Commerce SEO

↑ **219% up**

## Case Study

### SEO Auditing

Before

Health Score ⓘ



Health Score reflects the proportion of internal URLs on your site that don't have errors

vs

After

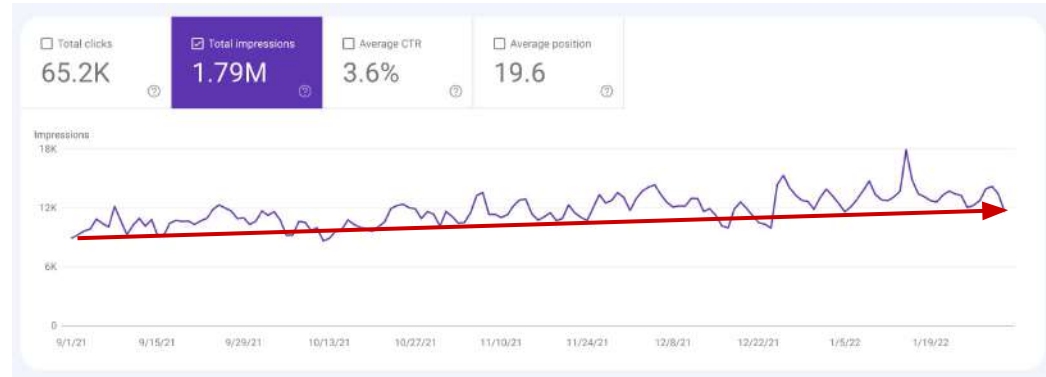
Health Score ⓘ



Health Score reflects the proportion of internal URLs on your site that don't have errors

# Case Study

## Impressions



**30% increase in impressions after 6 months**

### Impressions Before / After

	Before	After
Site	8.9k	11.7k

## Case Study

### Analysis

Position Rankings Breakdown	Before	After
Top 3-1	497	600
Top 3-10	893	1.1k
Top 10-100	8.2k	15k



## **Erwin Salas**

+14 years of experience working with Google  
+120 millions of organic traffic generated for ad-based sites, startups,  
e-commerce, luxury, and non-profit brands in USA, Canada, Europe,  
and Latin America

SEO Expert

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