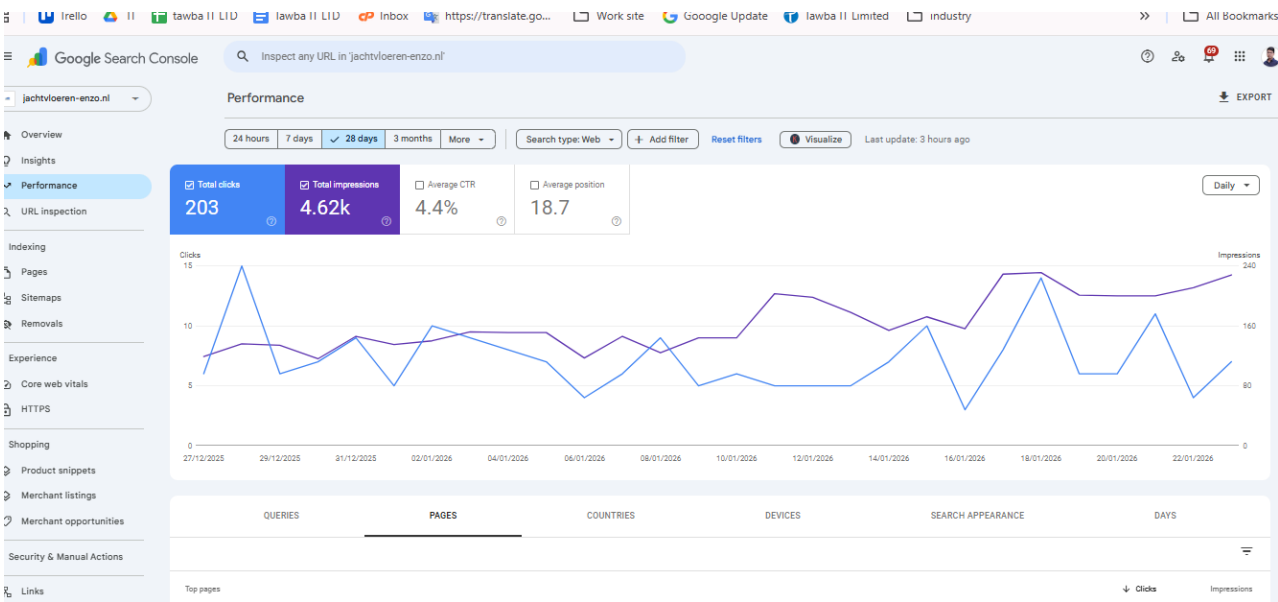


SEO CASE STUDY

Jachtvloeren-enzo SEO Growth Case Study

3-Month Search Engine Optimization Campaign

On-page SEO, technical SEO fixes, and off-page authority improvement for stronger organic visibility.



Evidence snapshot: Google Search Console performance view after the SEO improvement campaign.

Website	jachtvloeren-enzo.nl	Campaign Type	SEO Improvement
Duration	3 Months	Core Focus	On-page + Technical + Off-page

Prepared for client presentation and portfolio use

1. Executive Summary

Jachtvloeren-enzo needed a stronger organic search foundation and better visibility from Google. A 3-month SEO improvement campaign was carried out with a combined focus on on-page optimization, technical SEO fixes, and off-page authority building. The goal was to improve website visibility, strengthen keyword performance, and create a healthier SEO structure for long-term organic growth.

After the work, the provided Google Search Console snapshot shows 203 total clicks, 4.62K total impressions, 4.4% average CTR, and an 18.7 average position in the latest 28-day performance view. The provided SEMrush domain overview also shows 110 organic keywords, 110 estimated organic traffic, 59 referring domains, 542 backlinks, and zero paid traffic, indicating that the visibility was being driven organically rather than through paid search.

Key Result Snapshot

203 Total Clicks - GSC 28 Days	4.62K Total Impressions - GSC 28 Days	4.4% Average CTR	18.7 Average Position
110 Organic Keywords - SEMrush	110 Estimated Organic Traffic	59 Referring Domains	542 Backlinks

Campaign Objectives

- Improve organic search visibility for the website's main service and commercial pages.
- Fix technical SEO issues that could affect crawlability, indexation, and page performance.
- Optimize page titles, meta descriptions, headings, content structure, and internal links.
- Build a stronger off-page profile through authority signals, backlinks, and referring domains.
- Create an SEO foundation that can continue generating traffic without relying on paid ads.

2. Project Challenge and SEO Strategy

Before SEO Improvements

- Website pages required stronger keyword targeting and clearer search intent alignment.
- Important pages needed better metadata, heading hierarchy, and content optimization.
- Technical issues needed to be reviewed and fixed to support Google crawling and indexing.
- Internal linking and page structure needed improvement to pass relevance and authority across the site.
- The site needed more authority signals to improve organic trust and search presence.

SEO Approach

- Focused on high-impact improvements first instead of random SEO changes.
- Combined on-page, off-page, and technical SEO to create a complete growth framework.
- Used Search Console and SEO tool data to track progress and visibility changes.
- Improved both search engine understanding and user-facing page quality.
- Built a repeatable foundation for ongoing monthly SEO improvement.

3-Month SEO Work Completed

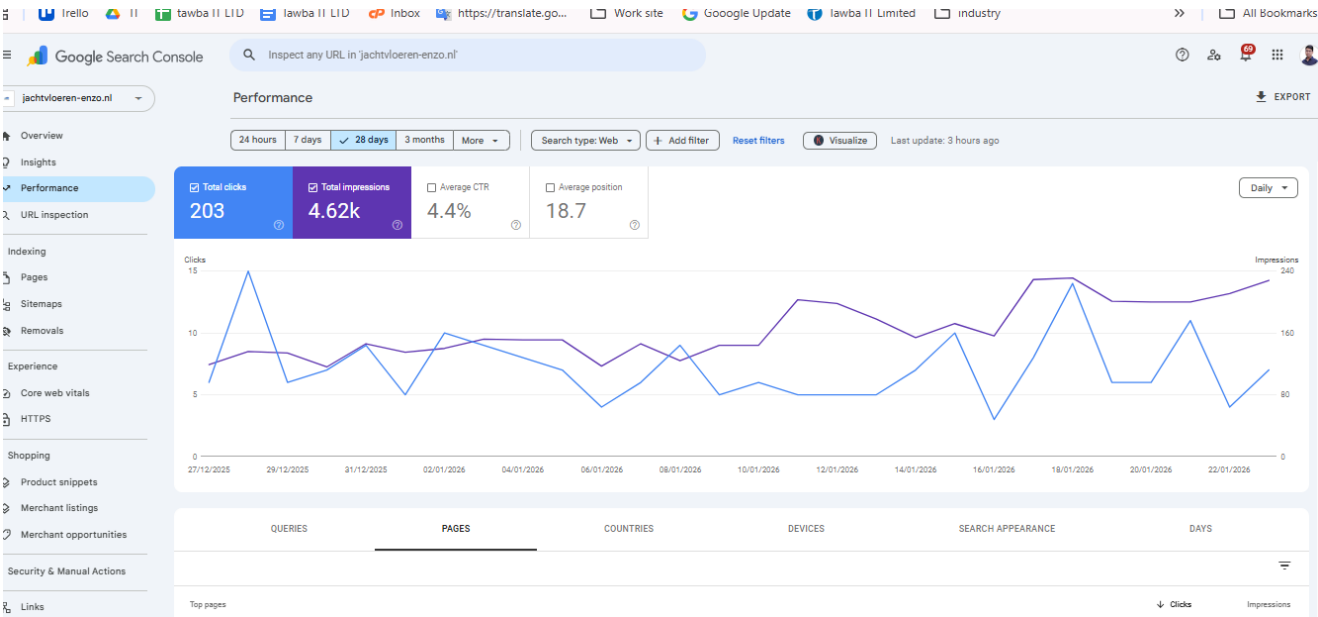
On-Page SEO	Technical SEO	Off-Page SEO
• Keyword mapping for priority pages • Meta title and meta description optimization • H1/H2 heading structure improvement • Content refinement for better search intent • Internal link structure improvement • Image alt text and page element optimization	• Crawlability and indexation review • Sitemap and robots.txt checks • Broken link and redirect issue review • Duplicate/low-value page issue checks • Page experience and speed recommendations • Technical cleanup to support search visibility	• Backlink profile review and monitoring • Referring domain improvement strategy • Brand mention and citation opportunities • Anchor text and link quality review • Authority signal improvement • Ongoing off-page growth recommendations

3. Performance Results and Evidence

Google Search Console Performance

The latest provided Search Console performance view shows measurable organic activity after the SEO work. The site generated 203 clicks and 4.62K impressions in the selected 28-day view, with an average CTR of 4.4% and average position of 18.7.

203	4.62K	4.4%	18.7
Total Clicks	Total Impressions	Average CTR	Average Position



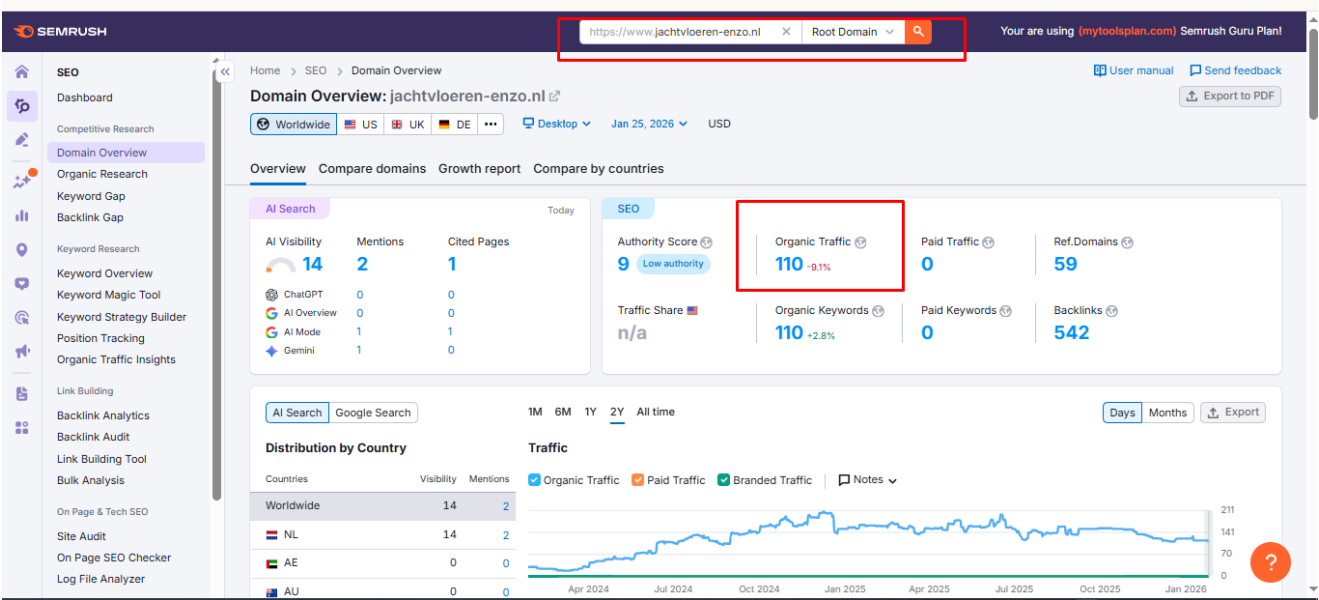
Screenshot evidence: Google Search Console performance after the SEO improvement campaign.

4. Organic Visibility and Authority Signals

SEMrush Domain Overview

The provided SEMrush screenshot shows that the domain had organic search visibility with 110 estimated organic traffic, 110 organic keywords, 59 referring domains, and 542 backlinks. Paid traffic and paid keywords were shown as 0, which supports the case study narrative that the visibility came from organic SEO efforts rather than paid advertising.

110	110	59	542
Estimated Organic Traffic	Organic Keywords	Referring Domains	Backlinks
9	0	0	3 Months
Authority Score	Paid Traffic	Paid Keywords	SEO Campaign Duration



Screenshot evidence: SEMrush domain overview and organic authority indicators.

5. Business Impact

What Improved

- The website gained measurable activity from Google organic search.
- Search visibility improved through better page optimization and technical cleanup.
- Organic clicks and impressions created more opportunities for qualified visitors.
- Backlink and referring-domain signals supported stronger domain authority over time.
- The website became better prepared for future SEO scaling and content expansion.

Why It Matters

- Organic SEO can reduce dependency on paid traffic over time.
- Better impressions mean more opportunities to be discovered by potential customers.
- A healthy technical foundation helps Google crawl and understand the site more effectively.
- Improved on-page structure can support higher keyword relevance and better CTR.
- Consistent off-page work helps strengthen long-term search trust.

Recommended Next Steps

- Continue monthly SEO maintenance to protect and grow the current visibility.
- Create additional keyword-focused service pages or blog content around buyer-intent searches.
- Track keyword movement, click growth, impressions, CTR, and average position every month.
- Improve conversion elements on high-traffic pages to turn visitors into leads or inquiries.
- Continue ethical link-building and citation development to strengthen authority signals.

Conclusion

The 3-month SEO campaign for Jachtvloeren-enzo created a stronger foundation for organic visibility by combining on-page optimization, technical SEO fixes, and off-page authority building. The provided Search Console and SEMrush snapshots show positive organic search activity, keyword visibility, and authority signals. With consistent SEO maintenance and further content expansion, the website has a clear opportunity to continue improving traffic, rankings, and lead generation from organic search.

Note: This case study is based on the performance screenshots and data provided by the user. SEO performance can vary depending on competition, search demand, algorithm updates, website changes, and ongoing optimization work.