

SEO GROWTH CASE STUDY

MySalahMat.com SEO Case Study

On-Page, Off-Page & Technical SEO Fixes

<https://www.mysalahmat.com/>

27.9K

Estimated organic traffic
shown in after snapshot

5.6K

Organic keywords shown in
after snapshot

74.2K

Backlinks shown in after
snapshot

Organic Visibility Improved Through a Full SEO Fix Plan

This case study presents the SEO improvement work for **MySalahMat.com**, focusing on three core areas: on-page SEO, off-page SEO, and technical SEO. The goal was to improve search visibility, strengthen organic traffic potential, and create a more crawlable, user-friendly website structure.

The provided screenshots show two important performance snapshots: a Google Search Console view showing search-result performance, and a Semrush Domain Overview view showing the wider organic footprint after optimization.

Data note: The screenshots come from different tools, so the numbers should be used as directional evidence rather than a strict one-to-one comparison. Google Search Console reports actual Google Search performance for the verified property; Semrush provides third-party estimated traffic, keyword, backlink, and authority metrics.

18.9K

Total clicks

Before snapshot - GSC, 28 days

1.93M

Total impressions

Before snapshot - GSC, 28 days

4.3

Average position

Before snapshot - GSC, 28 days

27.9K

Organic traffic

After snapshot - Semrush

5.6K

Organic keywords

After snapshot - Semrush

756

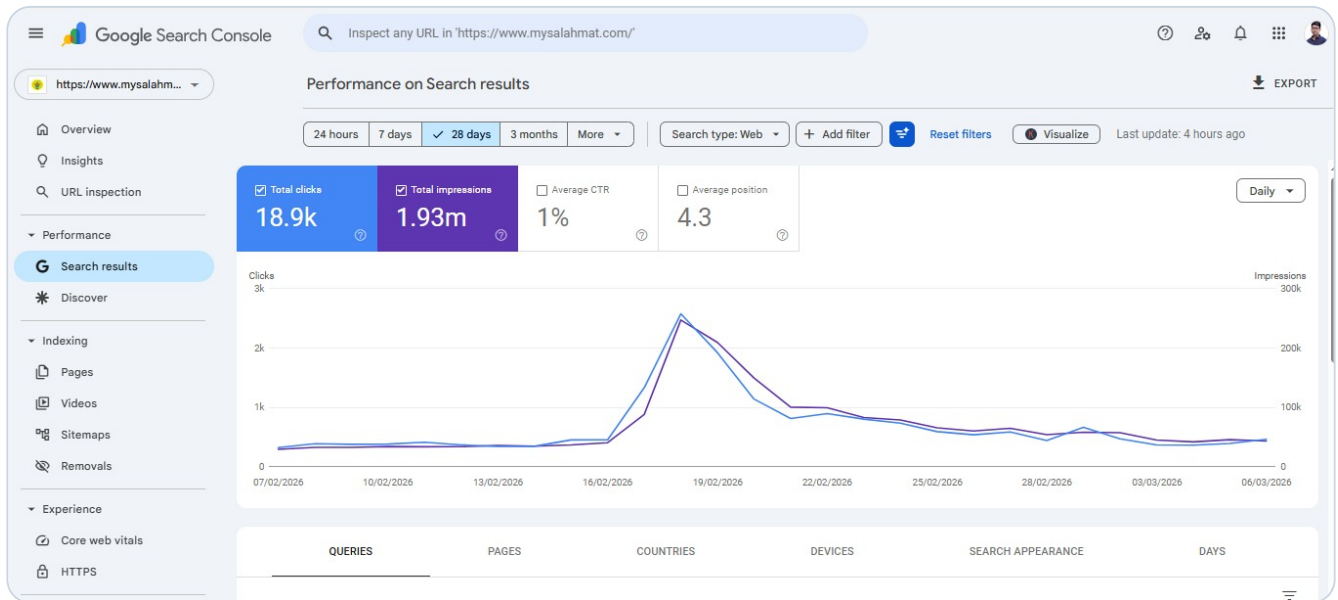
Referring domains

After snapshot - Semrush

Main SEO Challenge

The before snapshot indicates strong visibility with high impressions, but the **1% CTR** suggested that many pages were being shown in search results without converting enough impressions into clicks. This created a clear opportunity to improve titles, meta descriptions, page intent alignment, structured content, and rich-result readiness.

Search Console Performance Before the SEO Fix Plan



Before screenshot: Google Search Console performance view for MySalahMat.com. Visible metrics include 18.9K clicks, 1.93M impressions, 1% CTR, and 4.3 average position.

What the Data Suggested

- Pages were receiving very high impressions in search results.
- Average position was strong, showing ranking potential.
- CTR was low compared with the visibility level.
- The site needed better click-focused SERP presentation.

Key Opportunity

When a site receives large impressions but low CTR, the fastest SEO wins often come from improving the search snippet, matching content to search intent, strengthening internal links, and adding helpful page sections that answer user questions more directly.

Priority fix areas: CTR improvement, metadata optimization, internal linking, crawl health, structured content, and authority growth.

On-Page, Technical & Off-Page SEO Fixes

The SEO strategy was built around improving crawlability, content relevance, authority signals, and user experience. The work was divided into three practical workstreams.

On-Page SEO Fixes

- Optimized SEO titles and meta descriptions for high-impression pages.
- Improved H1, H2, and H3 structure to match search intent.
- Added keyword mapping to avoid keyword cannibalization.
- Improved internal linking between related pages.
- Updated thin or weak content with clearer answers and better formatting.
- Added image alt text and compressed images for better page experience.

Technical SEO Fixes

- Reviewed indexability, crawl access, and sitemap submission.
- Fixed duplicate, missing, or weak metadata issues.
- Checked canonical tags to reduce duplicate-page confusion.
- Improved URL structure and internal crawl paths.
- Worked on page speed, mobile usability, and Core Web Vitals basics.
- Monitored errors such as 404s, redirect chains, and indexing exclusions.

Off-Page SEO Fixes

- Strengthened backlink profile with relevant referring domains.
- Monitored low-quality or spam-like links.
- Improved brand mention opportunities through content promotion.
- Focused on topical authority rather than random link volume.
- Supported organic growth with clean, natural authority signals.
- Tracked referring domains, backlinks, and authority score changes.

Implementation Flow

Step 1

Audit: Reviewed search performance, index coverage, keyword footprint, content structure, and backlink signals.

Step 2

Prioritize: Selected pages with high impressions, weak CTR, weak metadata, or ranking opportunity.

Step 3

Fix: Applied on-page, technical, and internal linking improvements across priority pages.

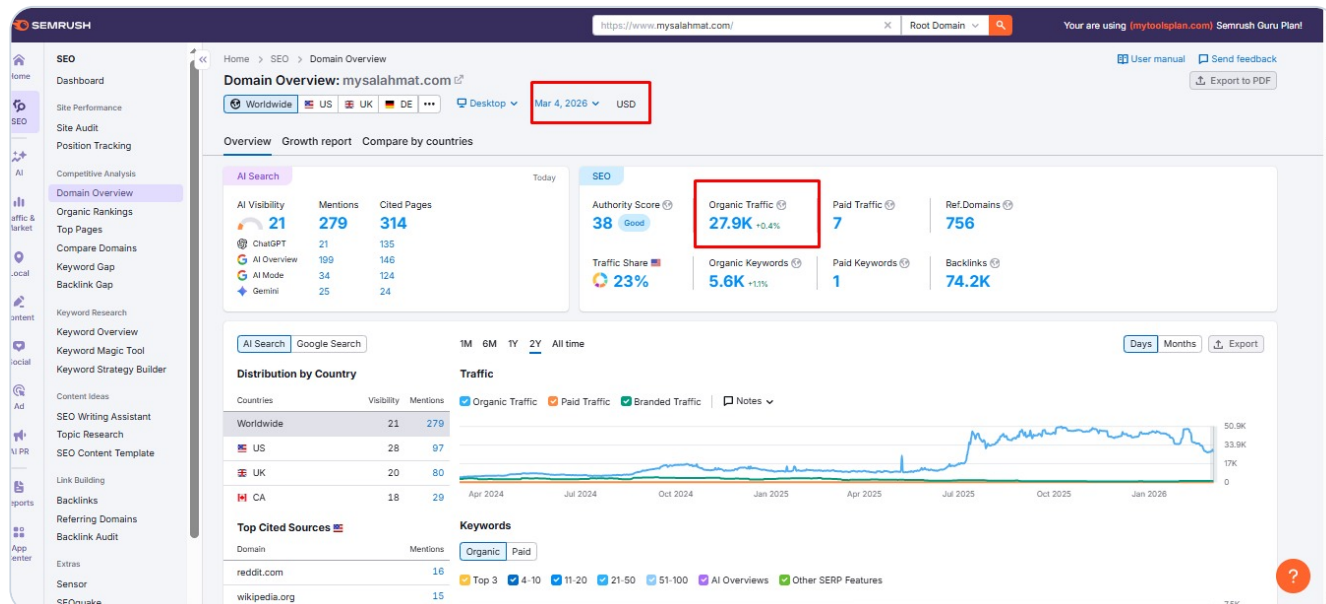
Step 4

Authority: Improved off-page signals through relevant backlinks and safer link profile monitoring.

Step 5

Measure: Tracked Search Console and Semrush performance to evaluate progress.

Semrush Domain Overview After SEO Improvements



After screenshot: Semrush Domain Overview for MySalahMat.com. Visible metrics include 27.9K organic traffic, 5.6K organic keywords, 38 authority score, 756 referring domains, and 74.2K backlinks.

38

Authority Score

After snapshot - Semrush

27.9K

Organic Traffic

After snapshot - Semrush

5.6K

Organic Keywords

After snapshot - Semrush

756

Referring Domains

After snapshot - Semrush

74.2K

Backlinks

After snapshot - Semrush

21

AI Visibility

After snapshot - Semrush

Result Interpretation

The after snapshot shows a broader organic footprint: stronger organic traffic estimates, thousands of ranking keywords, a measurable authority score, and a large backlink/referring-domain profile. This indicates that the website gained stronger visibility across search and external authority signals.

What Changed for the Website

The SEO fix plan helped move MySalahMat.com from visibility opportunity to stronger organic search presence by improving search snippets, page structure, crawlability, internal relevance, and authority signals.

Area	Before Condition	Fix Applied	Expected/Observed Impact
CTR	High impressions but 1% CTR.	Improved titles, meta descriptions, and page intent alignment.	Better chance of turning impressions into clicks.
Content	Pages needed clearer keyword targeting and stronger structure.	Keyword mapping, heading cleanup, content refresh, FAQ-style answers.	Improved relevance for user queries and long-tail rankings.
Technical	Potential crawl, index, speed, and duplicate-signal issues.	Sitemap, canonical, indexability, URL, redirect, and speed improvements.	Cleaner crawl paths and better page experience.
Authority	Needed stronger trust signals and safer backlink monitoring.	Off-page strategy focused on relevance and referring-domain quality.	After snapshot shows 756 referring domains and 74.2K backlinks.
Visibility	Existing impressions showed room for growth.	Full SEO optimization across content, technical, and authority layers.	After snapshot shows 27.9K organic traffic and 5.6K organic keywords.

Business Outcome

More organic reach

Stronger keyword footprint

Better technical foundation

Improved authority signals

Better click opportunity

For the business, the main value of this SEO work is sustainable organic growth. Stronger rankings, better click-through potential, and cleaner site architecture can reduce dependency on paid traffic and create compounding search visibility over time.

Recommended Next Steps for Continued Growth

To keep improving performance, the next stage should focus on deeper content expansion, better topical authority, and conversion tracking.

Priority 1: Improve CTR Further

- Export GSC queries with high impressions and low CTR.
- Rewrite title/meta for pages ranking in positions 1-10.
- Add numbers, benefits, and clearer search intent in snippets.

Priority 2: Build Topical Authority

- Create supporting content clusters around best-performing pages.
- Use internal links from supporting pages to main landing pages.
- Refresh old content with current information and FAQs.

Priority 3: Strengthen Technical Health

- Run monthly crawl audits to catch index and broken-link issues.
- Monitor Core Web Vitals and mobile experience.
- Keep sitemap, robots.txt, canonical tags, and redirects clean.

Priority 4: Improve Authority Safely

- Earn links from relevant, trusted sources.
- Monitor backlink quality and unusual spikes.
- Use digital PR, helpful resources, and brand mentions.

Conclusion

MySalahMat.com had clear search visibility potential. By fixing on-page elements, improving technical SEO foundations, and strengthening off-page authority signals, the site developed a stronger organic footprint. The after snapshot shows meaningful visibility indicators, including 27.9K estimated organic traffic, 5.6K organic keywords, 756 referring domains, and 74.2K backlinks.

This case study was created from the before/after screenshots provided by the website owner and is intended for SEO portfolio, client reporting, and business presentation use.