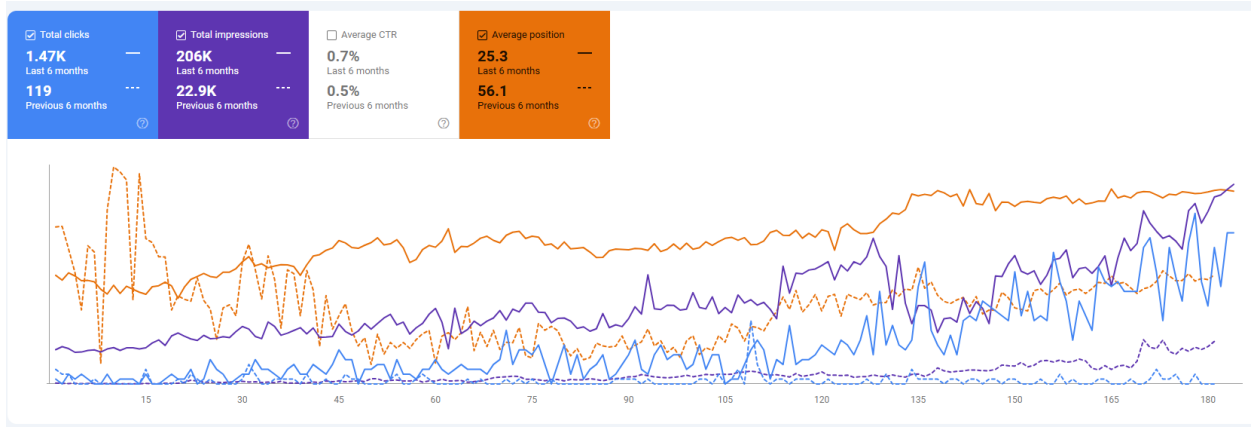


Jed Villareal - SEO Portfolio

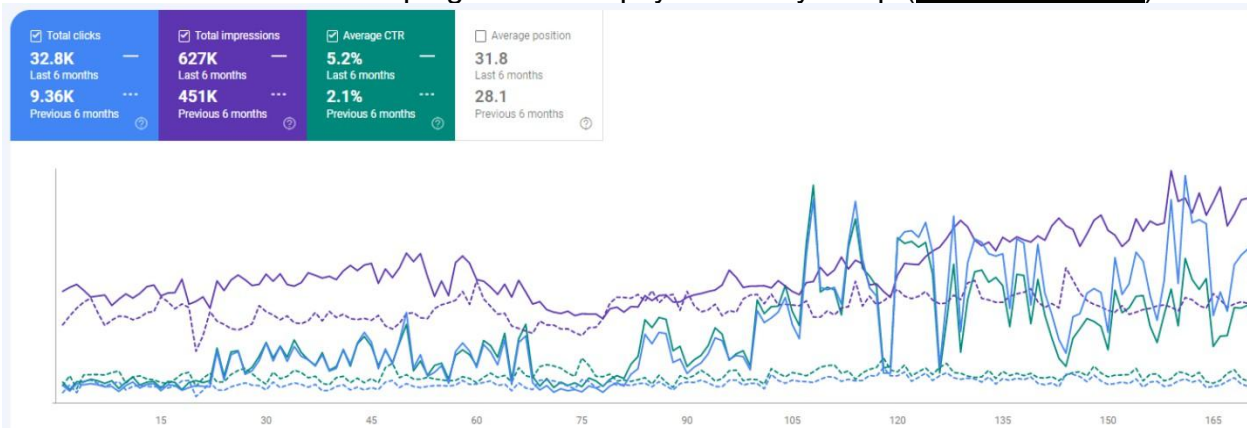
Organic Traffic and CTA Optimization

6-Months National-US Campaign for a Wedding Dress Preservation company from New York



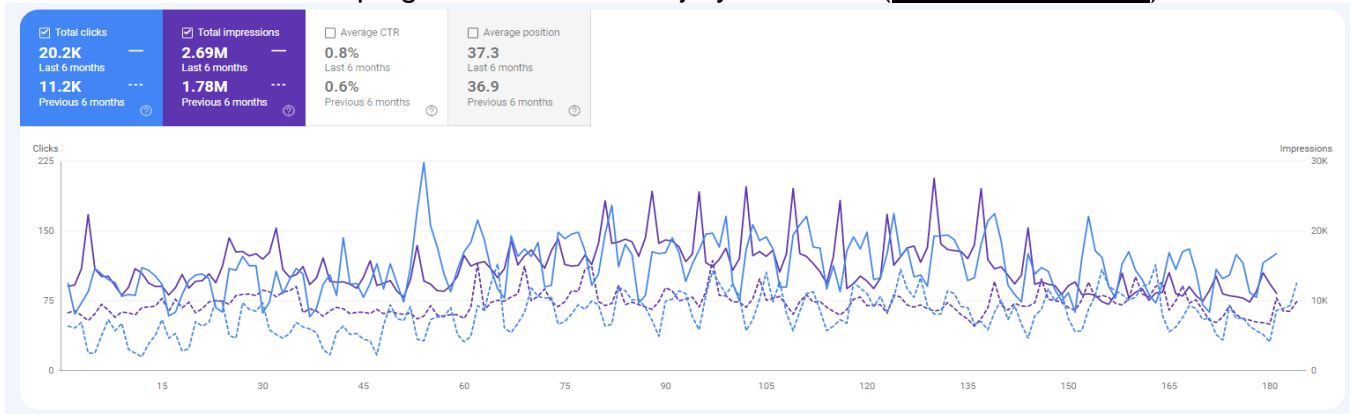
From 119 to 1,470 Organic Clicks

6-Months National-UK Campaign for a Shopify Jewellery Shop (Bling-King.co.uk)



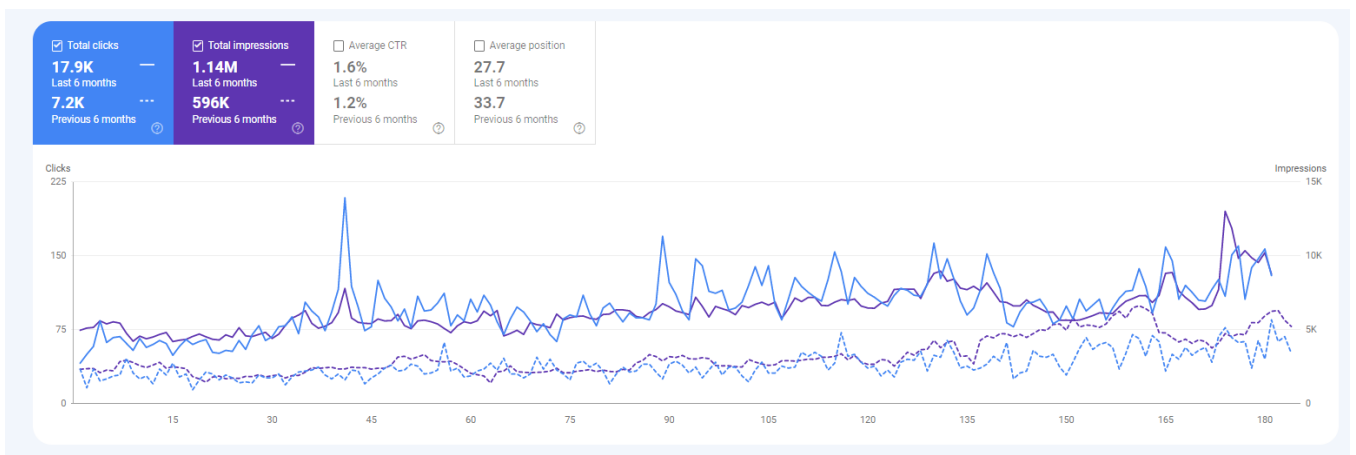
From 9,360 to 32,800 Organic Clicks

6-Months Local-US Campaign for a Personal Injury Law Firm (Bryan Garrett Law)



From 11,200 to 20,200 Organic Clicks

6-Months National-CA Campaign for a Vape Store (FreshVape.ca)



From 7,200 to 17,900 Organic Clicks

Organic Keyword Ranking Results

8 Months Local-US Campaign for a Personal Injury Law Firm (Bryan Garrett Law)

Keyword	Intent	SERP	SERP Features	Pos. Dec 9	Pos. Aug 5	Diff
truck accident lawyer	C	🔍	📍 ☆	-	1	new
truck accident attorney	C	🔍	📍 ☆ 🔄 📄	-	1	new
slip and fall attorney	C	🔍	📍 ☆ 🗨️ 📄	85	1	↑84
auto accident attorney virginia	C	🔍	📍 ☆ 🔄 🗨️ 📄	74	1	↑73
car accident attorney virginia	C	🔍	📍 ☆ 🗨️ 📄	71	3	↑68
virginia workers compensation attorneys	C	🔍	📍 ☆ 🔄 🗨️ 📄 📄	68	1	↑67
virginia accident lawyers	C	🔍	📍 ☆ 🔄 🗨️ 📄	69	2	↑67
virginia brain injury attorney	C	🔍	📍 🔄 📄	49	5	↑44
personal injury lawyers richmond va	C	🔍	📍 ☆ 🔄 📄 📄	38	2	↑36
virginia brain injury lawyer	C	🔍	👑 📍 🔄 🗨️	41	5	↑36
virginia workers compensation attorney	C	🔍	📍 ☆ 🔄 📄 📄 📄	76	40	↑36
personal injury attorney richmond va	C	🔍	📍 ☆ 🔄 📄 📄	31	3	↑28

1 Month National-US Campaign for an Established Flooring Distributor (Floor City)

Keyword	Intent	SERP	SERP Features	Pos. Jun 23	Pos. Jul 20	Diff	Visibility	Diff	Est. traffic	Diff	Vol.
linoleum flooring <small>jed x linoleum x</small>	C	🔍	📍 ⭐ 🔗 📄 📑	☆ 🔗 11	☆ 🔗 1	↑10	2.500%	+2.363	897.86	+848.53	74,000
coretec plus flooring <small>coretec x jed x vinyl x</small>	N T	🔍	⭐ 🔗 📄 📑 🛒	☆ 3	☆ 3	0	0.652%	0	4.11	0	1,300
glue down vinyl plank flooring <small>jed x vinyl x</small>	I	🔍	⭐ 🔗 📄 📑	3	3	0	0.652%	0	13.93	0	4,400
coretec calypso oak <small>coretec x jed x</small>	I T	🔍	⭐ 📄 📑	☆ 4	☆ 4	0	0.542%	0	7.63	0	2,900
coretec cairo oak <small>coretec x jed x</small>	T	🔍	⭐ 📄 📑	☆ 5	☆ 4	↑1	0.542%	+0.124	9.47	+2.16	3,600
commercial carpet tiles <small>jed x</small>	C	🔍	📍 ⭐ 🔗 📄 📑	☆ 5	☆ 4	↑1	0.542%	+0.124	7.63	+1.74	2,900
luxury vinyl plank flooring <small>jed x vinyl x</small>	I T	🔍	⭐ 🔗 📄 📑 🛒	☆ 24	☆ 20	↑4	0.072%	+0.008	25.90	+2.72	74,000
armstrong laminate floor <small>armstrong x jed x</small>	I T	🔍	⭐ 🔗 📄 📑	10	7	↑3	0.261%	+0.110	1.26	+0.53	1,000
armstrong vinyl flooring <small>armstrong x jed x vinyl x</small>	I T	🔍	⭐ 🔗 📄 📑 📑	☆ 8	☆ 6	↑2	0.281%	+0.041	3.28	+0.48	2,400
linoleum sheet flooring <small>jed x linoleum x</small>	C	🔍	📍 ⭐ 🔗 📄 📑	☆ 🔗 11	☆ 🔗 9	↑2	0.206%	+0.069	3.60	+1.20	3,600
coretec cairo oak <small>coretec x jed x</small>	T	🔍	⭐ 📄 📑	☆ 5	☆ 4	↑1	0.542%	+0.124	9.47	+2.16	3,600
coretec pro flooring <small>coretec x jed x</small>	I T	🔍	⭐ 📄 📑	☆ 8	☆ 7	↑1	0.261%	+0.021	0.11	+0.01	90
commercial carpet tiles <small>jed x</small>	C	🔍	📍 ⭐ 🔗 📄 📑	☆ 5	☆ 4	↑1	0.542%	+0.124	7.63	+1.74	2,900

Google Adwords (3 Month Campaign)


Budget	Status	Optimization score	Campaign type	Imp.	Interactions	Interaction rate	Avg. cost	Cost	Conversions	Cost/conv.	↓	Conv. rate
\$10.00/day	Passed	—	Display	18,951	253 clicks	1.34%	\$0.05	\$13.35	20.00	\$0.66		7.91%
\$10.00/day	Eligible	86%	Shopping	159,258	1,614 clicks	0.95%	\$0.67	\$768.05	91.00	\$8.42		5.64%
\$10.00/day	Passed	—	Search	15,468,227	94,129 clicks	0.61%	\$0.31	\$28,935.95	3,649.00	\$8.23		5.80%
\$5.00/day	Eligible	77.4%	Shopping	1,340,435	18,189 clicks	0.75%	\$0.58	\$5,702.23	489.72	\$13.92		4.05%
\$10.00/day	Passed	—	Shopping	95,703	338 clicks	0.55%	\$0.45	\$241.89	13.00	\$18.61		2.43%
\$25.00/day	Passed	—	Shopping	729,934	4,058 clicks	0.55%	\$0.61	\$3,267.21	93.00	\$35.13		2.29%
\$20.00/day	Passed	—	Shopping	365,164	2,215 clicks	0.61%	\$0.93	\$1,168.06	43.34	\$26.95		1.94%
\$22.00/day	Passed	—	Shopping	57,345	262 clicks	0.46%	\$1.32	\$340.41	3.00	\$113.14		1.95%
\$0.00/day	Passed	—	Search	51,993	325 clicks	1.35%	\$0.48	\$388.89	7.91	\$48.93		0.95%
\$15.00/day	Passed	—	Shopping	155,640	618 clicks	0.40%	\$0.61	\$379.65	4.13	\$91.83		0.87%
\$10.00/day	Passed	—	Display	1,404,943	34,852 clicks	1.77%	\$0.05	\$1,305.98	53.00	\$24.64		0.21%

FB Ads (Weeks Short Campaign)

Completed • Jun 13 • Created by Mumf Ali [View results](#)

Website visitors **8,402**
Get this book to learn how to be a sa... Reach

61 **\$39.76**
Link clicks Spent at \$10.00 per day



Paused • Jun 13 • Created by Mumf Ali [View results](#)

Page likes **5,649**
You don't have to be a financial exper... Reach

193 **\$244.79**
Page Likes Spent at \$14.00 per day

-fin.