



Fadi Chehadi

WEB · SEO · SECURITY · GROWTH

SEO PORTFOLIO & CASE RESULTS · 2026

Search growth, measured & proven.

Technical SEO, on-page optimization, keyword strategy, and content that move real business numbers — rankings, traffic, calls, and signed clients. Every figure in this portfolio is a verified before-and-after from a live engagement, sourced from Google Search Console, GA4, rank tracking, and Business Profile analytics.

PORTFOLIO IMPACT AT A GLANCE

+6,632%

Site traffic growth — new brand, first 60 days

15+

#1 Google rankings held across client markets

125+

Signed cases from one law-firm funnel

350+

Projects delivered worldwide

Prepared by **Fadi Chehadi** · Web, Technical SEO & AI

CLIENT NAMES WITHHELD UNDER NDA — RESULTS VERIFIED FROM ANALYTICS

fadichehadi.com

Every engagement, one page

Verified outcomes across 14 SEO engagements — names withheld under NDA, each identified by industry. Details follow.

Shower & Glass Enclosure Manufacturer

MANUFACTURING · B2B · FULL REBRAND + SITE BUILT FROM SCRATCH

BRAND + SEO FROM ZERO

Nothing
NO SITEMAP · NO TRACKING

+6,632%
SITE TRAFFIC (60 DAYS)

340→790
ACTIVE USERS / 30D

20+
FORM LEADS SINCE LAUNCH

Organic search already the #2 traffic channel · brand name top-3 on Google weeks after launch · email 33.7% open rate (B2B avg 20–25%)

Fashion Styling Boutique

E-COMMERCE · DESIGNER APPAREL & STYLING

ON-PAGE SEO

Direct-led
TRAFFIC MIX

#1 Organic
GOOGLE = TOP CHANNEL

+33%
ORGANIC SESSIONS MOM

50%+
OF ALL VISITS FROM SEARCH

Full on-page overhaul across a 640-URL catalogue — titles, metas, alt text, slugs & redirects · organic search + social now drive ~63% of traffic

Pediatric Healthcare Group

HEALTHCARE · MULTI-LOCATION

SEO + REBUILD

26.3
AVG POSITION

5.9
AVG POSITION

Now: 8.8k clicks & 2M+ impressions/qtr · 8 top-3 keywords

Tax Law Firm

LEGAL · TAX CONTROVERSY & IRS MATTERS

SEO

Page 2+
MONEY KEYWORDS

#1 ×5
CORE KEYWORDS

Now: avg position 3.6 · ~1M impressions per quarter

Criminal Law Firm

LEGAL · LIMITED BUDGET, 3 MONTHS

SEO SPRINT

Baseline
ORGANIC TRAFFIC

+818%
TRAFFIC

+715% sessions in 3 months on a fraction of typical budget

Regional Law Firm

LEGAL · WORKERS' COMP & INJURY

SEO + REBUILD

Baseline
ORGANIC VISITORS

+790%
IN 6 MONTHS

1,117 calls · 220+ appointments · session engagement +63%

Injury Law Firm

LEGAL · PERSONAL INJURY FUNNEL

SEO + FUNNEL

New brand
ZERO PRESENCE

125+
SIGNED CASES

350k+ impressions · 4,480+ organic clicks · CTR +581% · CPL -39%

Legacy Construction Company

CONSTRUCTION · LONG-ESTABLISHED BRAND

SEO

Unranked
TARGET PHRASES

30/45
IN TOP 10

\$9k/mo organic click value · #1 ×11 phrases · #1-#3 sweep

Construction & Remodeling Co.

CONSTRUCTION · DESIGN-BUILD

SEO + BRAND

Baseline
ORGANIC LEADS

+600%
ORGANIC LEADS

New brand built from scratch reached Google page 1 organically

E-commerce · Hydrogen Bottles

E-COMMERCE · HEALTH PRODUCTS

SEO

Pos. 8
HEAD KEYWORD

#1
CONSISTENTLY

+268% organic traffic in 12 months · top 10 for 20 target keywords

Management Consulting Firm

CONSULTING · INTERNATIONAL

MIGRATION RESCUE

0
PAGES INDEXED

58→92
SEO READINESS

0 → 19 pages indexed · 64 redirects · full tracking live

Hookah Lounge & Bar

HOSPITALITY · LOCAL SEO / GBP

LOCAL SEO

Baseline
GBP DIRECTIONS

+34.1%
YOY DIRECTIONS

Now: 52k views & 6,000+ actions per quarter

Restaurant · Local Favorite

HOSPITALITY · ONLINE ORDERING

SEO + UX

Baseline
REVENUE

+59%
REVENUE

Customer-journey rebuild + search-optimized ordering experience

Trading Platform

FINTECH · INTERNATIONAL BROKERAGE

SEO + CWV

Baseline
ORGANIC TRAFFIC

+35%
TRAFFIC

GA4/GTM measurement stack + ~40% speed/UX gains across markets

From zero to a growth engine in 60 days

A B2B manufacturer with no digital foundation — no sitemap, no analytics, no search presence. Full rebrand, new website, and SEO built from scratch, launched in three weeks, measured from day one.

Shower & Glass Enclosure Manufacturer

MANUFACTURING · B2B · REBRAND + REBUILD + SEO FROM SCRATCH

BRAND + SEO FROM ZERO

The start: a legacy manufacturer relaunching under a new name — starting from literally nothing: no sitemap, no redirects, no analytics, no search visibility. **What I did:** complete brand identity redesign, a professional new website delivered in a 3-week window, comprehensive SEO + content strategy (new blog program), full redirect mapping for the name change, Google Signals analytics, and email marketing with list hygiene.

vs initial 60-day period

+6,632%

SITE TRAFFIC

vs pre-redirect period

+3,655%

TRAFFIC AFTER BRAND SWITCH

340 → 790

2.3×

ACTIVE USERS IN 30 DAYS

Weeks after launch

Top 3

GOOGLE RANKING, NEW BRAND NAME

GA4 · 90-day window

2.1k

ORGANIC SESSIONS — #2 CHANNEL

Since launch

20+

FORM LEADS CAPTURED

B2B avg 20–25%

33.7%

EMAIL OPEN RATE

Avg 10–15%

10.7%

CLICK-TO-OPEN RATE

Source: GA4 traffic overview exports, Google Search Console, Gravity Forms, and email platform reports (Aug–Nov 2025). Redirect/brand switch went live 24 Sep 2025.

Fashion Styling Boutique

E-COMMERCE · DESIGNER APPAREL & STYLING

ON-PAGE SEO

A boutique styling and apparel store on Wix whose traffic depended on direct visits. Systematic on-page work — keyword research, title tags, meta descriptions, product alt text, URL-slug fixes and redirects across a **640-URL catalogue** — made **Google organic the store's #1 traffic source**, ahead of direct.

Traffic mix

#1

GOOGLE ORGANIC — TOP CHANNEL (50%+)

Month over month

+33%

ORGANIC SEARCH SESSIONS

Month over month

+26%

UNIQUE VISITORS

Search + social

~63%

OF ALL SITE TRAFFIC IS ORGANIC

Source: Wix Analytics traffic reports & Screaming Frog crawl (640 URLs, 2025). Sales attributed mainly to direct, organic social, and organic search.

Dominating local healthcare & legal search

Two engagements where sustained technical + content work produced market-leading positions — with current numbers pulled live from Search Console and rank tracking (July 2026).

Pediatric Healthcare Group

HEALTHCARE · MULTI-LOCATION PRACTICE

SEO + WEBSITE REBUILD

Started with **only 2 keywords on page 1** and an average position of 26.3. After a rebrand, site rebuild, and comprehensive SEO strategy: **15 keywords on page 1, 5 in the top 3** — 20% of tracked keywords improved 10+ positions within the first month. The growth has compounded ever since.

26.3 → 5.9

-20.4

AVG. GOOGLE POSITION
(LAUNCH PHASE)

2 → 15

7.5×

KEYWORDS ON PAGE 1

Current quarter

8,816

ORGANIC CLICKS (90
DAYS)

Current quarter

2.05M

SEARCH IMPRESSIONS (90
DAYS)

"pediatrician [city A]"

#1 today

"pediatrician in [area B]"

#1 today

"online appointment [city
A]"

#1 today

"best pediatrician [city A]"

Top 3 today

Source: Google Search Console (Apr 18 – Jul 16, 2026) & live rank tracking, July 2026. Launch-phase figures from engagement case study.

Tax Law Firm

LEGAL · TAX CONTROVERSY & IRS REPRESENTATION

SEO + CONTENT

On-page and technical SEO with consistent, intent-mapped content publishing took this boutique firm from scattered page-2 visibility to **#1 in its market for every core "money" keyword** — tax attorney, tax lawyer, and IRS-help terms across both of its office markets.

Money keywords

#1 ×5

CORE TERMS RANKED
FIRST (ALL LOCATIONS)

All tracked

3.6

AVG. GOOGLE POSITION
(90 DAYS)

Current quarter

988k

SEARCH IMPRESSIONS (90
DAYS)

Earlier phase

+81%

ORGANIC SESSIONS
GROWTH

Source: Google Search Console (Apr 18 – Jul 16, 2026) & live rank tracking, July 2026 — #1 verified across national, state, and city-level tracking.

Law-firm growth engines

Three legal engagements — from a limited-budget sprint to a full brand-and-funnel build — all measured in traffic, calls, and signed cases.

Criminal Law Firm

LEGAL · 3-MONTH SPRINT ON A LIMITED BUDGET

SEO SPRINT

A highly competitive market, a three-month timeline, and a budget that was a fraction of the ~\$165k/yr law firms typically spend on SEO. Focused, high-value optimizations delivered outsized growth.

3-month campaign

+818%

ORGANIC TRAFFIC

3-month campaign

+715%

SESSIONS

10 target keywords

↑ Rank

VISIBILITY ACROSS ALL TARGETS

Regional Law Firm

LEGAL · CRIMINAL, WORKERS' COMP & PERSONAL INJURY

SEO + WEBSITE REBUILD

An outdated, content-heavy site with virtually no SEO strategy was rebuilt around structured practice areas, location pages, and conversion-optimized landing pages — producing **790% organic growth in 6 months**.

Q2-Q3 vs prior

+790%

ORGANIC VISITORS

May – December

1,117

CALLS FROM SEARCH

\$660k+ potential

220+

APPOINTMENTS SECURED

Session quality

+63%

ENGAGEMENT TIME

Injury Law Firm

LEGAL · NEW BRAND, BILINGUAL SITE & DIGITAL FUNNEL

SEO + FUNNEL

Built from zero: new identity, bilingual website, and conversion-driven content. Organic search and a tightly managed funnel turned a brand-new firm into a case-signing machine — **125+ signed cases**.

Organic reach

350k+

GOOGLE IMPRESSIONS

Organic search

4,480+

ORGANIC CLICKS

Funnel efficiency

+581%

CTR · CPL DOWN 39%

Business result

125+

SIGNED CASES

Migration rescue & construction growth

A full technical rebuild measured week by week, and two construction brands taken from invisible to page 1.

Management Consulting Firm

CONSULTING · INTERNATIONAL, 3 MARKETS · FEATURED TECHNICAL CASE

MIGRATION RESCUE

The start: a migrated site that was effectively invisible — ~0 pages indexed, no redirects (~243 404s from legacy URLs), no sitemap, no structured data, no analytics, mobile speed 50/100. **What I did in ~6 weeks:** built & submitted the sitemap, mapped 64 301-redirects, added schema + llms.txt for AI discoverability, stood up GSC/GA4/Clarity, and lifted Core Web Vitals.

58 → 92

+34

SEARCH-READINESS
SCORE

72 → 91

+19

DESKTOP SPEED SCORE

50 → 67

+17

MOBILE SPEED SCORE

~0 → 19

Indexed

PAGES LIVE IN GOOGLE

9.3 → 6.9

Page 1

AVG. POSITION (28-DAY
WINDOW)

90-day window

8.2%

ORGANIC CTR — STRONG
FOR STAGE

Month 1.5

10

GENUINE ENQUIRIES
(+48% VS AVG)

0/3 → 2/3

AI-ready

AI-ASSISTANT VISITS NOW
ARRIVING

Source: monthly retainer reports (baseline audit 13 Apr 2026 → June/July 2026), Google Lighthouse, GSC & GA4. Organic search became the #2 traffic source within 6 weeks.

Legacy Construction Company

CONSTRUCTION · DECADES-OLD ESTABLISHED BRAND

SEO

A decades-old construction brand with almost no organic footprint. Structured keyword targeting across 45 phrases produced a page-1 majority — including an **all-positions #1-#2-#3 sweep** in one of its main target cities.

45 target phrases

30

RANKED TOP 10

Head terms

#1 × 11

FIRST-POSITION RANKINGS

Monthly value

\$9,000

ORGANIC CLICK VALUE / MONTH

Construction & Remodeling Company

CONSTRUCTION · BRAND BUILT FROM SCRATCH

SEO + BRAND

New brand, new visual identity, new site — and an SEO strategy baked in from day one. Organic visibility reached Google page 1, and organic leads grew **+600%**.

vs launch baseline

+600%

ORGANIC LEADS

From zero

Page 1

GOOGLE VISIBILITY ACHIEVED

Foundation

Brand→SEO

IDENTITY, SITE & SEARCH BUILT
TOGETHER

E-commerce, local & international

Search growth beyond services — product rankings, Business Profile visibility, and a multi-market fintech platform.

E-commerce · Hydrogen Water Bottles

E-COMMERCE · HEALTH & WELLNESS PRODUCTS

SEO

A product brand in a crowded niche. Twelve months of on-page, technical, and content work moved the head keyword from position 8 to a **consistent #1**, with the catalogue ranking top-10 for 20 target keywords.

Pos. 8 → #1

#1

HEAD KEYWORD — HELD
CONSISTENTLY

12 months

+268%

ORGANIC TRAFFIC

Catalogue-wide

20

KEYWORDS IN TOP 10

Hookah Lounge & Bar

HOSPITALITY · LOCAL SEO & GOOGLE BUSINESS PROFILE

LOCAL SEO

Local discovery engineered through Business Profile optimization, review strategy, and listing consistency. Direction requests grew **+34.1% year-over-year** — and the profile now does real volume every quarter.

YoY July

+34.1%

DIRECTION REQUESTS

Current quarter

52k

PROFILE VIEWS (90 DAYS)

Current quarter

6,059

CUSTOMER ACTIONS (90
DAYS)

Current quarter

555

CALLS DIRECT FROM
PROFILE

Source: Google Business Profile analytics via reporting platform, Apr 18 – Jul 16, 2026; YoY from engagement case study.

Restaurant · Local Favorite

HOSPITALITY · ONLINE-ORDERING EXPERIENCE

SEO + UX

A strategic customer-journey rebuild paired brand enhancement with a search-optimized ordering flow — lifting total revenue **+59%**.

vs prior period

+59%

REVENUE

Rebuilt

Ordering

CONVERSION-FIRST USER JOURNEY

Foundation

Local

SEARCH-VISIBLE MENU & PAGES

International Trading Platform

FINTECH · MULTI-MARKET BROKERAGE

SEO + CWV

SEO strategy with a full GA4/GTM measurement stack and deep performance work: **~40% speed/UX gains** and **+35% organic traffic** across international markets.

Multi-market

+35%

ORGANIC TRAFFIC

Core Web Vitals

~40%

SPEED / UX IMPROVEMENT

Analytics

GA4-GTM

FULL MEASUREMENT STACK

WHAT I DO

A complete SEO engine — technical to content

Every engagement combines deep technical work with search-driven content, so rankings grow from a clean, fast, well-structured foundation and get reinforced by copy that converts.



On-Page SEO

Titles, meta, headings, internal linking, and content structure optimized page-by-page for target intent and click-through.



Blogs & Copywriting

SEO-first blogs, service pages, and conversion copy that build topical authority and turn visits into enquiries.



Technical SEO & Audits

Crawlability, indexing, redirects, sitemaps, schema/structured data, and Core Web Vitals — the engineering base rankings grow from.



Keyword Research & Strategy

Intent-mapped keyword and market research (local, national, multi-region) targeting the terms your customers actually search.



Speed & Core Web Vitals

Page-speed and performance tuning across desktop and mobile — proven +17 to +19 point Lighthouse gains that help rankings and conversion.



Analytics, Local & AI Readiness

GA4/GSC tracking, Google Business Profile / local SEO, structured data, llms.txt, and AI-assistant (AEO) discoverability with clear monthly reporting.

HOW I WORK

A repeatable 6-step process

STEP 01

Audit & Baseline

Full technical + content audit, tracking setup, and a measured starting point — every result gets a "before".

STEP 02

Keyword & Strategy

Intent-mapped keywords and a prioritized roadmap by market.

STEP 03

Technical Fixes

Speed, indexing, redirects, schema, and Core Web Vitals resolved.

STEP 04

On-Page & Content

Optimized pages plus SEO blogs and copywriting that convert.

STEP 05

Authority & Local

Backlinks, citations, and Google Business Profile growth.

STEP 06

Measure & Report

Transparent monthly reporting on traffic, rankings, and leads.

Proof, straight from the tools

Screenshots from Google PageSpeed Insights and Google Search Console for the featured migration engagement (identifying details cropped for confidentiality). Full uncropped evidence — rankings tables, conversion reports, and analytics exports for every engagement — available on request.

BEFORE

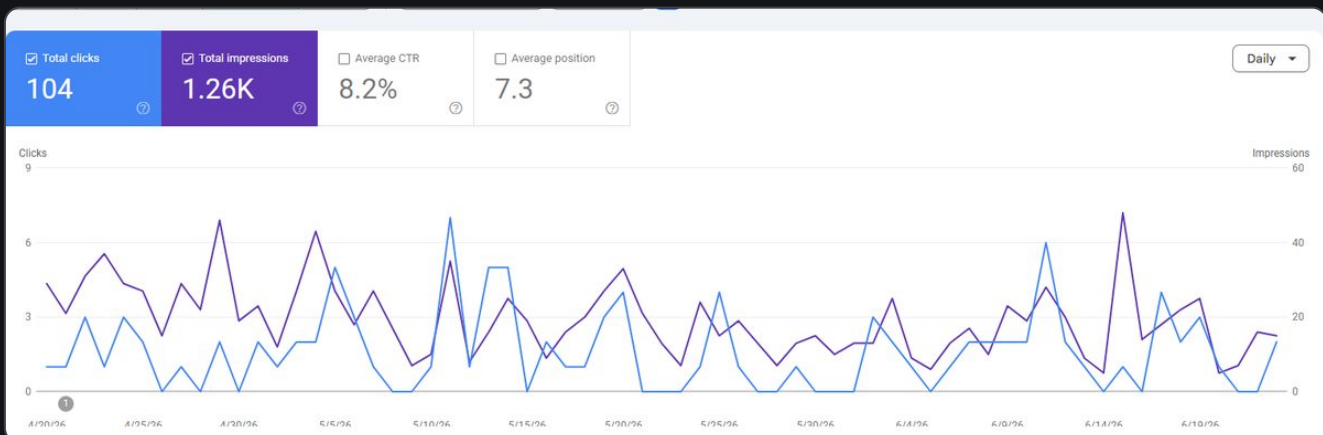
PageSpeed Insights · pre-engagement audit, 13 Apr 2026 — Performance 72 · SEO 58

**AFTER**

PageSpeed Insights · 26 Jun 2026 — Performance 90 · SEO 92 · Best Practices 100 · AI-agent ready

**GROWTH**

Google Search Console · 90-day performance — 104 clicks · 1.26K impressions · 8.2% CTR · avg position 7.3



Every other engagement in this portfolio is backed by the same class of evidence (Search Console exports, rank-tracker logs, Business Profile analytics, and conversion reports), shared under NDA on request.

Terms & abbreviations

Plain-English definitions for every metric and term used in this portfolio.

SEO — Search Engine Optimization: making a site rank higher on Google so more customers find it.

Clicks / Organic traffic — visits that come from unpaid (organic) Google results.

CTOR — Click-To-Open Rate (email): of those who opened an email, the % who clicked a link.

MoM / YoY — Month-over-Month / Year-over-Year comparison of the same metric.

GA4 — Google Analytics 4: measures visitors, sessions, engagement, and conversions on the site.

Conversion / Lead — a visitor taking the action you want: a form fill, call, or enquiry.

GBP / GMB — Google Business Profile (formerly Google My Business): the map & local listing.

Indexed — pages Google has added to its search database; unindexed pages can't rank at all.

Sitemap — a file listing all pages so search engines can discover them.

AEO / AI readiness — optimizing so AI assistants (ChatGPT, etc.) can find and cite the business.

Impressions — how many times the site appeared in Google search results.

CTR — Click-Through Rate: of everyone who saw the site in results, the % who clicked it.

Avg. position — the site's average ranking spot on Google (position 1–10 = page 1).

GSC — Google Search Console: Google's own report of a site's search performance.

Sessions / Active users — visits to the site / distinct people visiting in a period.

CPL — Cost Per Lead: ad spend divided by leads generated (lower is better).

Core Web Vitals / speed score — Google's page-speed & experience scores (0–100, 90+ is healthy).

301 redirect — a permanent forward from an old URL to a new one, preserving traffic & rankings.

Schema / structured data — code that helps Google (and AI assistants) understand the site's content.

Rank tracker — a tool logging the site's daily Google position for chosen keywords.

LET'S GROW YOUR SEARCH VISIBILITY

Ready to rank, convert & grow?

Whether you need a technical audit, a content engine, or a full SEO rebuild, every optimization is aligned to your business goals — with transparent, measurable before-and-after reporting month over month. Full case-study evidence (screenshots, analytics exports, and reports) is available on request.

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ON-PAGE · TECHNICAL SEO · KEYWORD RESEARCH · COPYWRITING · LOCAL SEO · CORE WEB VITALS · ANALYTICS · AI READINESS