



# SEO PORTFOLIO



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# HOW DOES IT WORK?

People search → Customers Google things they need: “best lawyer in Pune,” “affordable laptops,” “digital marketing company.”

Google chooses → It shows websites that are fast, clear, and trustworthy.

**We** fix your site → Make it quick, mobile-friendly, and easy for Google to read.

We create content → Service pages, blogs, FAQs & much more — written the way people search.

We build trust → Reviews, mentions, and back links from other sites signal credibility.

You get results → Higher rank → more visibility → more leads, sales, and revenue.



# PROJECT PHASES WE DO



1

2

3

4

5

6

## Discover & Plan

We audit your website and competitors, then set clear goals (traffic, leads, sales).

## Fix the Basics

Make your site fast, mobile-ready, and easy for Google to read text which is NOT AI.

## Content Creation

We add the right pages, blogs, and FAQs — written in the same words your customers use when searching.

## On-Page SEO

We fine-tune each page with clear titles, headings, images, and links so Google ranks it higher.

## Authority & Trust

Auction of the We build your reputation online through reviews, mentions, and links from trusted sites.

## Tracking & Growth

We send easy-to-read reports, show what's working, and keep improving month after month.



1

## Keyword & Competitor Research

What do we want to achieve in and the right keywords and study what competitors rank for.

3

## Page & URL Optimization

Clean, keyword-friendly URLs and titles that Google understands.

5

## Content Optimization

Update pages, blogs, and FAQs with the right keywords (without stuffing).

2

## Tags & Structure

Meta tags, headings, and layouts that guide users and search engines.

4

## Technical Setup

XML sitemap, Google Analytics, and Search Console tracking in place.

6

## Ongoing Checks

Review keyword density, fix gaps, and keep content fresh.

# ON-PAGE OPTIMIZATION INCLUDES

It covers everything inside your website that helps search engines understand and rank your content better.



1

## Local Listings & Maps

Google Business Profile, directories, and reviews that boost “near me” searches.

3

## Article Submissions & Mentions (Digital PR)

Get featured in blogs, news, and industry sites to grow credibility.

5

## Partner & Resource Links

Quality links from other websites with a high authority domain, and linking with trusted partners.

2

## Reviews & Reputation

Help you earn positive reviews and manage feedback to build trust.

4

## Fix Lost Links

Reclaim broken links or unlinked mentions so traffic comes back to you.

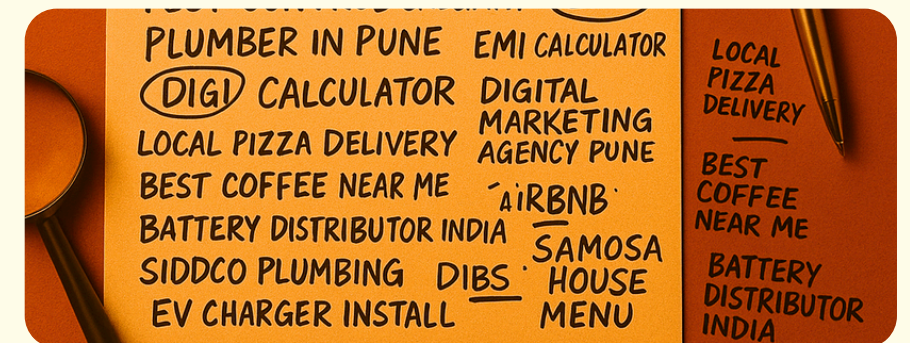
6

## Shareable Content

Guides, tools, and templates people naturally link to.

# OFF-PAGE OPTIMIZATION INCLUDES

It covers everything outside your website that helps search engines understand and rank your content better.





# SEO HIGHLIGHTS







Toscana Italian Grill is a family owned restaurant proudly serving authentic Italian Food since 2011 in Calgary Canada. They have 3 restaurants in the city and have a popularity among a good loyal number of customers.

## CHALLENGE

- 1 The brand launched a new Framer website with no SEO setup — old content, tags, and structure were lost overnight.
- 2 Rankings collapsed: Toscana went from being visible across Calgary to buried beyond page 6.
- 3 With a new Downtown outlet opening in Oct 2024, visibility and bookings were urgent — but the restaurant had already been burned by multiple agencies.
- 4 No keyword strategy, no local SEO setup, and Google Business Profiles were inconsistent across locations.

## SOLUTIONS

- 1 Rebuilt the website with SEO-first content → fresh menus, event pages, optimized photos, and location-specific landing pages.
- 2 Fixed technical gaps → clean URLs, titles, tags, XML sitemap, schema, and mobile-first structure
- 3 Targeted high-value keywords → focused on intent-rich terms like “private dining Calgary”, “Christmas party restaurants Calgary”, and “Italian restaurant Mahogany”
- 4 Local SEO overhaul → optimized Google Business Profiles for all 3 outlets, with new images, menus, Q&As, and reviews.
- 5 Authority building → earned local PR mentions, listings, and quality backlinks from event sites and community directories.

# RESULTS LAST 3 MONTHS

**MORE THAN 500K  
PEOPLE SAW TOSCANA**

## **+19% Website Views (143K in 90 days)**

More people found and explored Toscana online — not just brand loyalists, but new diners searching for “Italian restaurants in Calgary.”

## **16K Active Users (+13%) - Monthly**

Steady growth in people engaging with the website → stronger awareness and intent.

## **#1 Rankings for High-Value Keywords**

Owning searches like “Christmas party restaurants Calgary” or “private dining Calgary” means Toscana is now the first choice for group bookings.

## **High-Value Event Keywords Won**

Ranking top for “Italian Restaurants near me” & “private dining Calgary” directly translates to bulk bookings worth thousands each.

## **36K+ Google Business Profile Interactions**

Every click, call, or direction request shows real-world intent → customers ready to eat at the restaurants as they see the profile

## **10.6K+ Direction Requests**

Thousands of people literally navigated to Toscana hard proof of footfall generated by SEO.

## **2 Daily Private Dining Enquiry**

SEO turned into a predictable, high-ticket revenue stream — each enquiry = an entire group booking.

## **Mobile Dominance – 85% of Views**

Proves the mobile-first rebuild worked — most customers discover Toscana on phones via Search & Maps.

## **1,537 Total Backlinks Built**

From food blogs, event sites, partners, and local PR with great domain authority

## **Organic + Direct = 67% of All Sessions**

Shows reliance on ads & aggregators dropped → customers now finding Toscana directly.

## **Non-Brand Discovery**

70%+ of traffic & searches came from non-brand terms (“Italian restaurant Calgary”) → new customers, not just loyal repeat ones.

## **Multi-Location Equity**

SEO didn’t just help Downtown: Mahogany & Heritage also saw double-digit growth in directions + clicks, proving group-wide lift.

The Canada Bus is a trusted intercity transportation service connecting major cities and towns across Canada with safe, affordable, and reliable travel options. Built on the idea that travel should be both convenient and comfortable.

## CHALLENGE

- 1 Old, outdated website with decent SEO but poor structure → not scalable for growth.
- 2 Strong, aggressive competition — unethical tactics like fake profiles & negative reviews.
- 3 Brutal keyword battle in one of Canada's most competitive verticals (intercity transport).
- 4 Intercity bus industry in Canada is dominated by outdated websites and shady operators. Building trust is hard.
- 5 Needed to rank not just for one city but for multiple routes (Calgary ↔ Edmonton ↔ Red Deer, Airport transfers, Charters) → each route behaves like its own niche with separate competition.

## SOLUTIONS

- 1 Rebuilt from scratch → 40+ SEO-first pages (routes, bookings, FAQs, airport transfer, etc.).
- 2 Full SEO overhaul → new tags, meta, schema, XML sitemaps, local landing pages.
- 3 Keyword strategy → focused on "Calgary to Edmonton bus," "Red Deer bus," and other high-volume, intent-driven searches.
- 4 Reputation defense → constant monitoring, removal/countering of fake reviews & profiles.
- 5 Authority building → backlinks (3,422 total), listings, PR mentions, and local citations.
- 6 Technical + booking integration → faster load speeds, mobile-first, simple conversions.



# RESULTS LAST 2 MONTHS

**MORE THAN 950K PEOPLE SAW THE CANADA BUS**

## **11K Active Users in 60 days (+20.7%)**

More people are finding and actually using the site → SEO is driving real traffic.

## **5.2K New Users in 30 days**

### **(67% from organic)**

SEO is pulling in fresh passengers, not just repeat customers.

## **Top Ranks #1–5**

“Canada Bus,” “Edmonton Bus,” “Calgary to Red Deer Bus”. The brand now owns the most valuable search terms in their market.

## **Organic + Direct = 83% of Sessions**

Canada Bus is less reliant on ads and aggregators → brand is building independence.

## **81K Total Events in 60 days (+20.3%)**

Users aren't just visiting — they're clicking, scrolling, and interacting with booking links.

## **\$26,357 Traffic Value**

The organic traffic triples what Canada Bus would have paid in Google Ads → SEO is saving ad spend.

## **31s Avg Engagement Time**

Visitors spend time browsing bus routes → higher chance they'll book. Most buses go full every day.

## **Review Impact: 4.6★ Maintained**

Reputation defended despite fake review attacks and fake business profiles created by competitors.

## **3,422 Backlinks Built**

Strong authority footprint → Google trusts Canada Bus over spammy competitors.

## **Removed 51 fake reviews and 2 fake Business Profiles**

We contacted Google and showed exact proof of fake reviews and profiles which saved the client in tons of losses.

## **108 Keywords Up vs 31 Down**

Net growth → consistent keyword wins in a brutally competitive space. Growth mainly on high volume.

## **Route Coverage Growth (40+ pages)**

Multiple routes now rank individually → wider market capture. SEO based in 3 Cities: Calgary, Edmonton & Red Deer.



WSJ Janitorial is a professional cleaning company based in Calgary, providing reliable janitorial and commercial cleaning services for offices, schools, medical facilities, and residential spaces. Built on the promise of consistency and trust.

## CHALLENGE

- 1 Started with 0 rankings & traffic – no presence on search.
- 2 Highly competitive & spammy market in Calgary – fake listings, paid ads dominance.
- 3 Website hacked in July 2025 → rankings collapsed overnight.
- 4 Client runs lean – no ad budget, relies solely on SEO.
- 5 Needed to rank for many different services (office, daycare, medical, porter, carpet cleaning) – each with its own competitors.
- 5 Competitors had hundreds of reviews while WSJ was starting from scratch, making IT harder in Google Maps.

## SOLUTIONS

- 1 Built 92 SEO-ready pages: service categories, local landing pages, and FAQs.
- 2 Fixed technical SEO (tags, schema, site speed, mobile).
- 3 Aggressive keyword targeting: janitorial, office, commercial, medical cleaning.
- 4 Local SEO push: GBP optimization, citations, local mentions
- 5 Recovery plan post-hack → security hardening + fast content re-indexing.
- 6 Built 535 quality backlinks (directories, local PR, partner links).

# RESULTS LAST 3 MONTHS

**MORE THAN 90K PEOPLE  
SAW WSJ**

## Top Rankings Secured

- #1 – “Janitorial Companies Calgary”
- #1 – “White Spot Janitorial Services Ltd”
- Top 5 – “Janitor Service,” “Daycare Cleaning Services Calgary,” “Porter Service Calgary”

## 192 Keywords Now Ranking (from 0)

Broad visibility across multiple service categories of keywords ranking on Google.

## 19000 Visits (All SEO, 0 ads)

Every lead = pure ROI for WSJ in Calgary. This business purely targets commercial companies so traffic can be less but conversions are more.

## Review Lift

Collected 35+ new reviews post-SEO push, raising trust score closer to competitors (now 4.7★ average).

## 81K Total Events in 60 days (+20.3%)

Users aren't just visiting — they're clicking, scrolling, and interacting with booking links.

## On-Page SEO Score: 79 (Great)

Technical foundation secured after the website was hacked in Pakistan. We rebuilt the SEO and currently has this score.

## Bounce-Back After Hack

Rankings restored in weeks, proving resilience of SEO base. Rank dropped Avg below 40. It is back in Avg of 20 again.

## Lead Growth

Went from ~2–3 leads/month → now 10+ leads/month purely from SEO traffic.

## Service Page Visibility

70%+ of traffic now lands on specific service pages (e.g., daycare, medical, office cleaning) → showing SEO captured niche-intent customers, not just generic traffic.

## Average Keyword Position: 21.3 (↑ from 40+)

Big jump toward top-of-page rankings which has resulted in CONFIRMED leads to client.

## Google Business Profile

Google Business Profile views grew to 7.2K in 90 days, driving consistent calls & direction requests.

## 535 Backlinks Built

Authority built with PR based activity vs fake/spam competitors.





The Wash Guys is a Calgary-based car wash brand offering multiple convenient locations under one umbrella. In July 2025, they consolidated three separate websites into a single brand-new platform, positioning themselves to compete in a highly saturated local market where customers look for fast, affordable, and nearby wash options.

## CHALLENGE

- 1 Three fragmented websites → diluted SEO authority and confused customers.
- 2 Highly competitive market → Calgary car wash space dominated by big chains & deal-driven players.
- 3 Urgent visibility need → new site launched only a month ago, but customers search for quick results ("near me" terms).
- 4 Keyword challenge → "car wash near me" & "self wash Calgary" searches have massive monthly volumes (10K–350K), requiring aggressive optimization.

## SOLUTIONS

- 1 One Unified Website → merged 3 sites into a single, SEO-optimized platform with clean design and mobile-first speed.
- 2 Local SEO Targeting → built pages and schema for high-intent "near me" keywords (car wash Calgary, self-wash, manual wash, Airdrie).
- 3 Google Business Profiles Revamp → consolidated and optimized listings with photos, services, posts, and reviews.
- 4 On-Page Optimization → strong service pages, FAQs, and structured data to capture quick-decision searches.
- 5 Backlink & Authority Building → earned mentions in auto-care blogs, local directories, and community sites to compete with bigger chains.

# RESULTS LAST 3 MONTHS

**MORE THAN 90K PEOPLE  
SAW WSJ**

## Early Keyword Growth

In 30 days, 16 keywords climbed an average of +62 spots — proof Google is rewarding the new unified site.

## New Vertical Visibility

The site also started ranking for “car vacuum near me” (#51, 6.6K searches). This opens new vertical opportunities beyond washing alone.

## High Search Volume Coverage: 70K+

Combined monthly search volume of terms now visible = 70,000+, meaning Wash Guys is competing where demand is.

## High-Intent Keywords Rising Fast

Big improvements on key terms: “self wash car washes near me” (+78 → #22) and “manual car washes near me” (+77 → #23). Both are high-volume searches that drive real footfall.

## Backlinks Built: 112

Earned from auto blogs, local directories, and community sites in the first month.

## Competitive Momentum

From a new domain, Wash Guys reached page 2 in a month — on track for page 1 in 3–6 months.

## Location Expansion

Wash Guys is gaining regional reach — “Car washes Airdrie” at #11 and “Calgary car washes” at #32 and rising.

## Total Keywords Ranking: 68

From zero at launch to 68 tracked keywords within 30 days.

## Impressions Spike: +430%

Google Search Console shows impressions quadrupled post-launch, proving visibility lift.

**The Wash Guys is one of the newest companies to trust Digimyz with its SEO and has already seen early results. More results and metrics will follow soon.**

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lets

create

awesome



We help businesses across industries rank, grow, and win online. Ready to see what DigimYZe can do for you?

# GET IN TOUCH

[www.digimYZe.com](http://www.digimYZe.com)

[info@digimYZe.com](mailto:info@digimYZe.com)  
[kaushil@digimYZe.com](mailto:kaushil@digimYZe.com)

+91 9664496999  
+919137984491

Directors Cabin 3, Bootstart, Arcadian Building Plot No.12, Lane 5A,  
North Main Rd, Koregaon Park, Pune, Maharashtra 411001