

SEO Work Portfolio & Case Studies

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Full-stack SEO: Technical · Local · On-Page · Content · Link Building · Tracking & Reporting

Every case below follows the same structure: the starting problem, what I personally did, the tools I used, and the measurable result. Screenshots are included inline. Recorded walkthroughs are linked where available, and I'm happy to do a live screenshare of the account I still have access to (Google Search Console).

Case 1: Search Console Growth at Scale

Proof type: Google Search Console, 16-month window

40.1M

Impressions (16 mo)

379K

Clicks (16 mo)

16.5

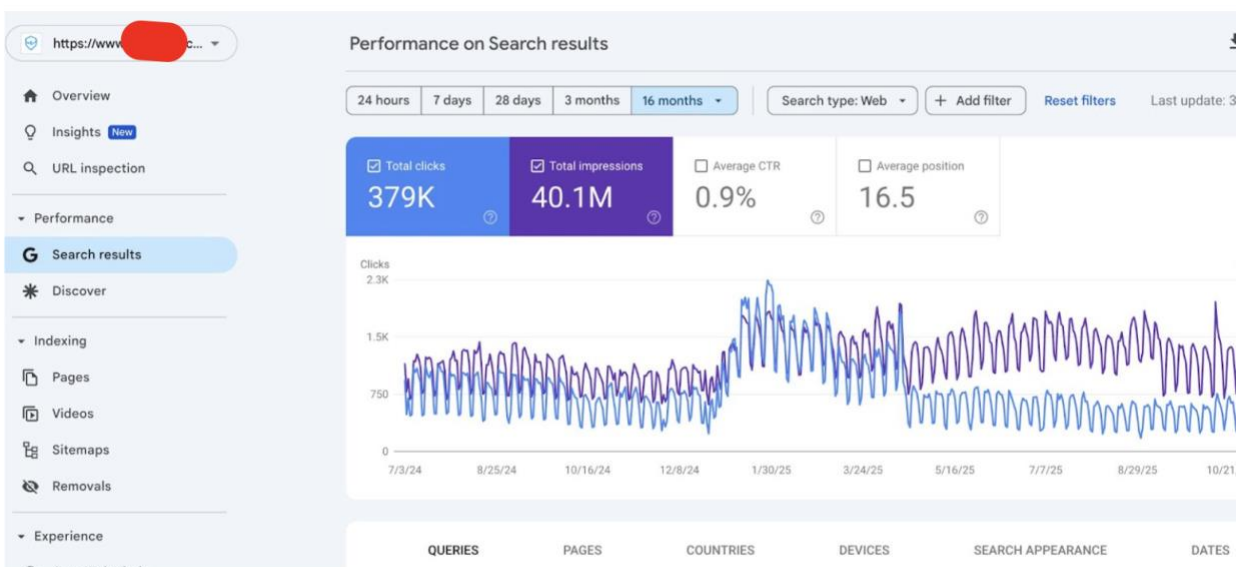
Avg. position

The problem. A content/visibility property needed sustained, compounding search growth rather than a one-off spike. I still have access to this Search Console property and can demonstrate it live, though I am no longer the hired worker on it.

What I personally did. Worked GSC data directly, mining the Performance and Page-indexing reports to expand pages with new queries, refresh thin content, resolve cannibalization with strict canonicals and 301 redirects, and keep crawl/index health clean so new content actually got indexed.

Tools. Google Search Console (Performance, URL Inspection, Page Indexing), 301 redirects, canonical tags.

Results. 40.1M impressions and 379K clicks over the trailing 16 months, with the steady upward curve below reflecting compounding growth rather than a spike.



Impressions: Gained 40.1M in the last 16 months

Clicks: Got 379K clicks in the last 16 months

Google Search Console: 379K clicks and 40.1M impressions over 16 months (account URL redacted for client privacy).

Case 2: Legal-Forms Website (FormPros), AI Citations, Backlinks & Organic Value

Industry: Legal / SaaS forms (B2C + B2B) **Engagement:** Concluded; ran ~12 months

117

AI Overview citations (+15)

+60.4K

Backlinks earned / year

\$127K

Organic traffic value (+\$4.7K)

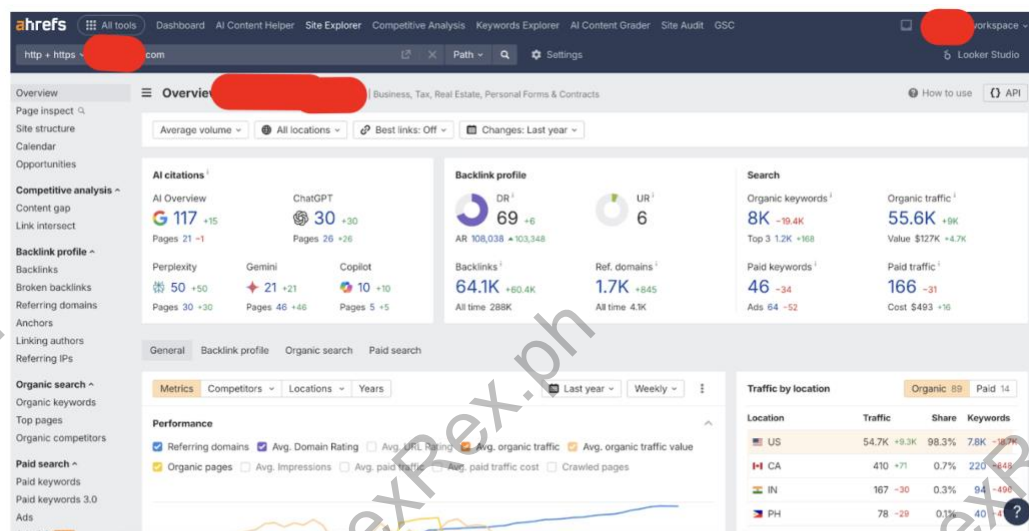
The problem. The client sells paid legal-form subscriptions. Organic visibility had plateaued and, as AI search grew, they were losing the citation surface (AI Overviews, ChatGPT, Perplexity, Gemini, Copilot) where buyers increasingly start. The goal was paid sign-ups, not vanity traffic.

What I personally did. Ran keyword and AI-query research, then rewrote and restructured thin form/landing pages around buyer intent. Built JSON-LD schema (FAQPage, and entity markup) to make pages machine-readable for AI answer engines, tightened internal linking, and produced new cornerstone content. Focused on answer-engine optimization (AEO) so the brand would be cited inside AI overviews, not just ranked in blue links.

Tools. Ahrefs (AI citations, backlink and traffic-value tracking), Google Search Console, JSON-LD schema, on-page/content optimization.

Results. Over 12 months: 117 AI Overview citations with measurable presence across ChatGPT (30), Perplexity (50), Gemini (21) and Copilot (10); +60.4K backlinks and 1.7K referring domains; organic traffic value at \$127K. Domain Rating 69.

Honest note. *In AI search, more organic views don't automatically mean more ROI, so I tied the work to citation share and qualified intent, not raw sessions. This engagement (for a client, FormPros) has since concluded and I no longer have live access to the account; the screenshot below was captured during the active engagement.*



Helped a client significantly **increase citations** in AI models (+15, +30, +50, etc)
Added 60.4K backlinks within a year
Increased \$127K in organic traffic value after a year

Ahrefs overview for FormPros, captured during the engagement: AI citations (117), backlink growth (+60.4K), and organic traffic value (\$127K) over the year.

Case 3: Hospital Information System, #1 Rankings + Lead Capture

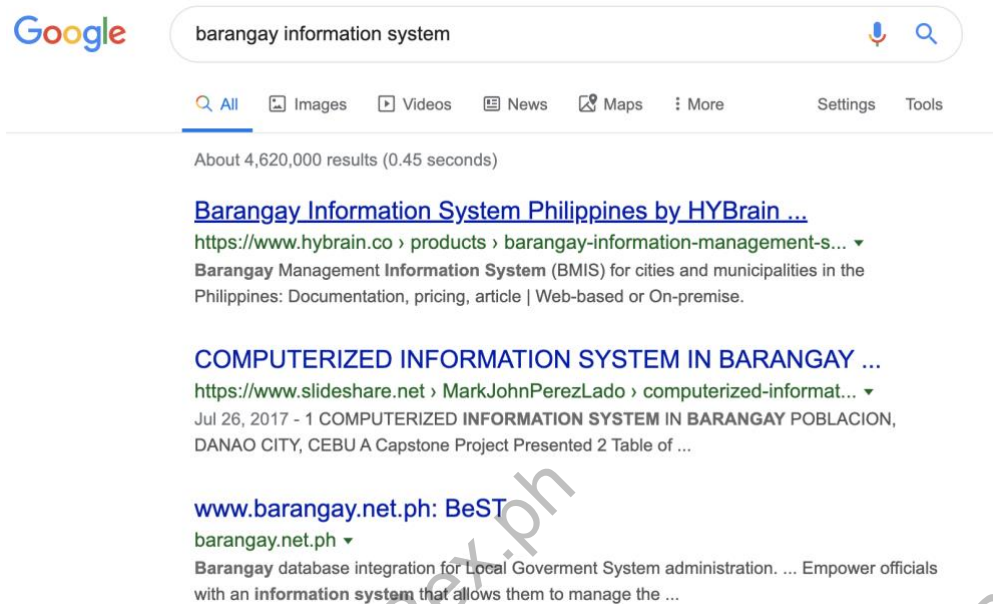
Industry: B2B healthcare software (Philippines) **Goal:** Leads & closed deals

The problem. The client (a hospital information system product) wanted qualified leads from the Philippine market for a high-consideration B2B product, not just traffic.

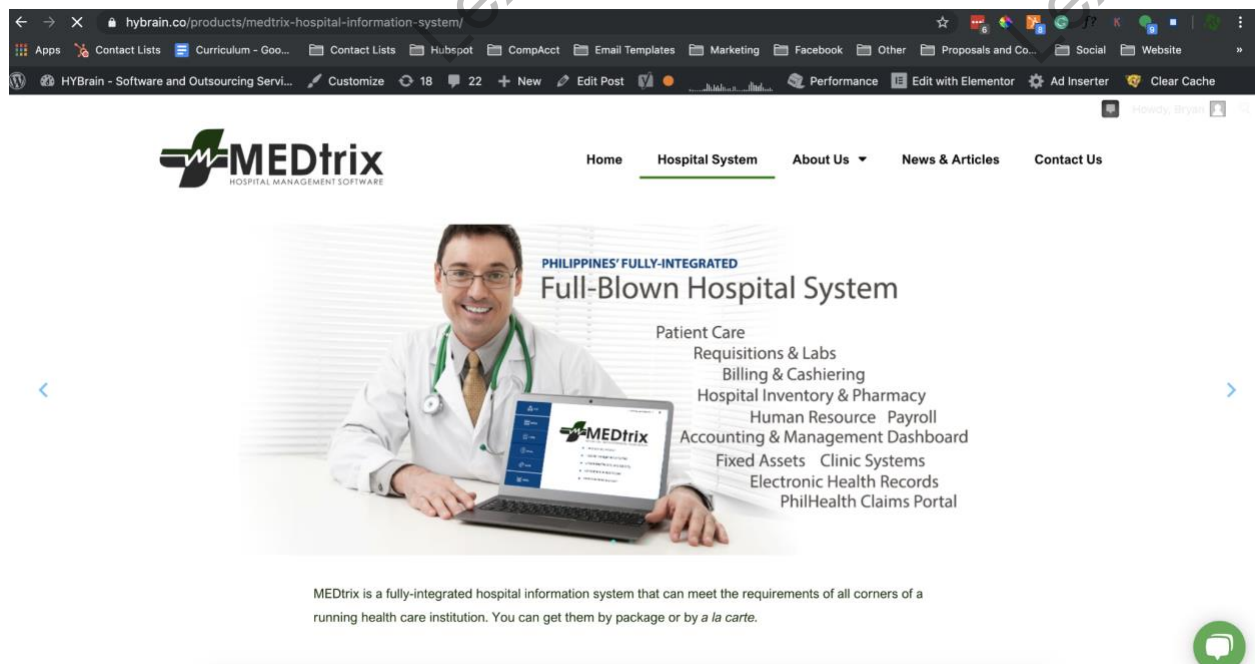
What I personally did. Built and optimized the product/landing pages to be genuinely useful and intent-matched, then layered in conversion infrastructure: a website chat system, a dedicated lead-capture form at /contact, and inline forms and a contact section so ranking traffic converted into inquiries.

Tools. On-page SEO, keyword targeting, website chat, lead-capture forms, conversion-focused page design.

Results. Ranked **#1** for **“hospital information system Philippines”** and for variants including **“barangay information system,”** plus **#2** for **“warehouse information system.”** The rankings generated leads, inquiries and closed deals.



Google SERP: client ranking #1 organically for “barangay information system” (4.6M results).



The optimized product landing page built to rank and convert.

Video walkthroughs: [HIS keyword walkthrough](#) · [software keyword walkthrough](#)

Case 4: Bacolod Startup Website, From ~10 to 2,200 Monthly Visits

Industry: B2B tech startup **Ownership:** Built and ran SEO end-to-end

~10 → 2,200

Monthly traffic (visits)

#1

Target keyword rank (6 mo)

Bacolod

Local market (Bacolod)

The problem. On arrival: poor site performance, low traffic, outdated content, an unfriendly UI, and weak SEO. The product was still in development with no clear messaging, so positioning had to be discovered, not handed down.

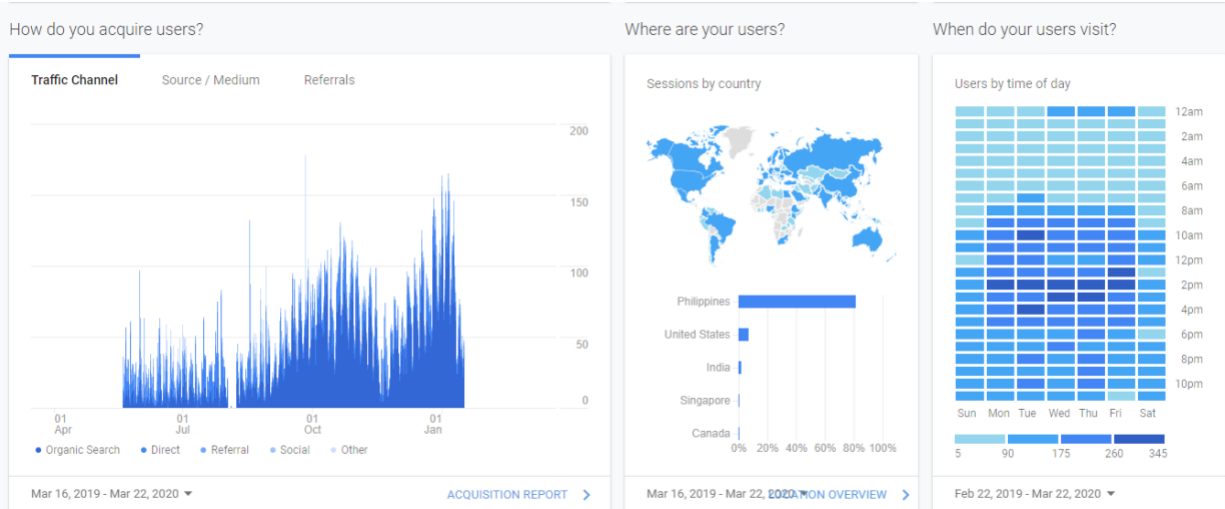
What I personally did. Took ownership with only general permission to improve the site. Gathered client pain points from online and offline interactions, talked with colleagues and management about current and future product direction, and captured the brand “voice.” Read whitepapers, research papers and competitor collateral to compete in a technical niche. Rebuilt content and structure, and engineered traffic and lead routes, such as internal forms on the password-protected area, email-signature CTAs, and cross-promotion on other channels. Documented the processes and trained my replacement for business continuity.

Tools. Google Analytics (acquisition, geography, behavior), on-page SEO, content development, internal lead forms.

Results. Grew site traffic from roughly 10 visits per month to about 2,200 monthly visits and, within 6 months, ranked #1 in search for the target keyword, producing leads and inquiries on a near-daily basis. (Note: this was a Bacolod-based startup that did not continue operating after I resigned.)



Active users trending up over time (Analytics).



Acquisition by channel: organic search leading as the primary traffic source.

Case 5: Social Signals Supporting Discovery

The problem. Content needed faster distribution and brand reach to support organic discovery and warm up audiences.

What I personally did. Crafted platform-specific content for defined target groups and used targeted hashtags so the right people saw and engaged with it, using social as an amplification layer for SEO content, not a replacement for it.

Tools. Meta (Facebook/Instagram) organic content and insights.

Results. Over a 28-day window: 49.7K views, 41 new follows, and 10 inbound messaging contacts from organic social activity.



Meta insights: 49.7K views and inbound messaging contacts over 28 days.

How I Work, by Discipline

The process behind the results above, mapped to the full SEO workflow.

Technical SEO

- **Indexing:** monitor GSC → Page Indexing → “Crawled – currently not indexed” to diagnose what's blocking pages; use URL Inspection to confirm the issue, fix the page, and request indexing.
- **Redirects & cannibalization:** create 301s for meaningful 404s; resolve keyword cannibalization with strict canonical tags so engines know which page should rank.
- **Site hygiene:** remove orphan URLs and keep the canonical set lean (~200) to focus crawl budget.
- **Schema:** hand-build JSON-LD (LocalBusiness, AreaServed, FAQPage) rather than relying on generic plugins, so markup is accurate and AEO-ready.

Local SEO

- **Service + City/Area hubs** with real localized value (local project galleries, location-specific reviews, and genuine local nuance) to rank multiple areas without doorway pages.
- **Google Business Profile:** correct primary/secondary categories, consistent Q&A seeding, and strict NAP consistency across aggregators.

Backlink / Off-Page SEO

- **What I do:** niche-specific directories (chambers of commerce, associations), unlinked brand-mention reclamation, competitor backlink reverse-engineering, and cornerstone content (e.g. local cost guides) that earns links naturally.
- **What I avoid:** black-hat tactics, PBNs, and automated web spam.

Honest Strengths & Weaknesses

Strongest at

- **GSC-driven SEO:** interpreting Search Console data to improve thin content and refresh pages around new queries.
- **Cannibalization & redirects:** spotting cannibalization tendencies and resolving them with canonicals and 301s.
- **Technical structure & dynamic pages, e.g.** [dynamic archive pages on lexrex.ph](#).
- **AEO / AI-citation work,** technical superiority, UX, and hyper-relevant content.

Weakest at (and how I compensate)

High-volume Digital PR and aggressive cold-outreach link building isn't my wheelhouse. I can secure foundational citations, niche directories and local links reliably, but if a strategy depends on 5,000 cold emails a month chasing guest posts on random blogs, that's not where I'm strongest. I prefer to win through technical superiority, UX, and hyper-relevant content.

Certification

LinkedIn Learning “Become an SEO Expert” Learning Path (completed Jan 2022). Covers SEO, digital marketing, and Google Analytics.



LinkedIn Learning “Become an SEO Expert” certificate of completion.

Available for a live screenshare: I can walk through the Google Search Console account directly and explain exactly what I did. (For the other cases, I can share recorded walkthroughs and the screenshots included here; I no longer have live access to those analytics accounts.)