

# SEO Work Samples Prepared for 6 Weeks Marketing

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This PDF summarizes anonymized SEO examples. The online page is marked noindex.

## 1. Reporting Evidence

Examples include Google Search Console performance over 6 months: 10K clicks, 1.42M impressions, 0.7% CTR and 7.8 average position, plus international traffic distribution and technical/organic growth indicators.

## 2. Semantic Core Example

Cluster	Subcluster	Queries	Intent	Page type
Retractable covers	Retrax	retrax pro xr, retrax pro mx	Commercial	Model review
Folding covers	BAKFlip	bakflip mx4, bakflip vs retrax	Commercial	Comparison
Vehicle fitment	Ford F-150	best tonneau cover for f150	Transactional	Landing page
Buying guides	Weather/security	are tonneau covers waterproof	Informational	Guide
Installation	How-to	how to install tonneau cover	Informational	How-to

## 3. SEO Brief Example

**Target keyword:** Retrax Pro XR Review

**Intent:** Commercial investigation

**Title:** Retrax Pro XR Review: Pros, Cons & Real-World Experience

**Structure:** Overview, key features, installation, pros and cons, comparison, FAQ.

**SEO requirements:** FAQ schema, product schema, WebP images, ALT tags, internal links.

## 4. Technical SEO Audit Logic

Indexation and sitemap cleanup, crawlability review, redirect/404 cleanup, internal linking depth analysis, Core Web Vitals, schema validation, duplicate metadata and thin content review.

## 5. Case Study Format

**Challenge:** Fragmented architecture, weak internal linking and limited visibility.

**Actions:** Technical audit, semantic expansion, content briefs, metadata optimization, internal linking and comparison pages.

**Results:** 10K clicks, 1.42M impressions, 7.8 average position and stronger international visibility.