SEO Case Studies

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Case Study 1: QuickKnife.com (e-commerce, 2000–2006)

Challenge: Get a 3,000-product online knife store found in Google against larger retailers.

What I did:

- Built and ran the store on Yahoo Store, managing all product data through spreadsheet uploads matched to images by product number.
- Did keyword research for each product line and wrote titles and descriptions around the terms customers actually searched.
- Set up clear brand pages and breadcrumb navigation so both shoppers and search engines could follow the catalog.
- Pulled vendor product data through FTP feeds and kept listings accurate and current.

Result: QuickKnife ranked high in Google search for much of its life and drove the business's online sales.

Case Study 2: Stonksmaster.com (financial content, 2023–present)

Challenge: Make a daily market-analysis site easy for search engines and AI tools to understand and cite.

What I did:

- Built the site on Blogger, with Python automating its charts and forecasts so new content publishes every day.
- Added JSON-LD structured data: Organization markup tying the brand to its X, LinkedIn, and GitHub profiles; WebSite markup with a SearchAction for site search; and Blog markup.
- Monitor performance in Google Search Console and GA4.
- Automated distribution by sending the RSS feed to Facebook and LinkedIn.

Result: A fully automated, structured-data-ready content site that publishes daily with little manual work.