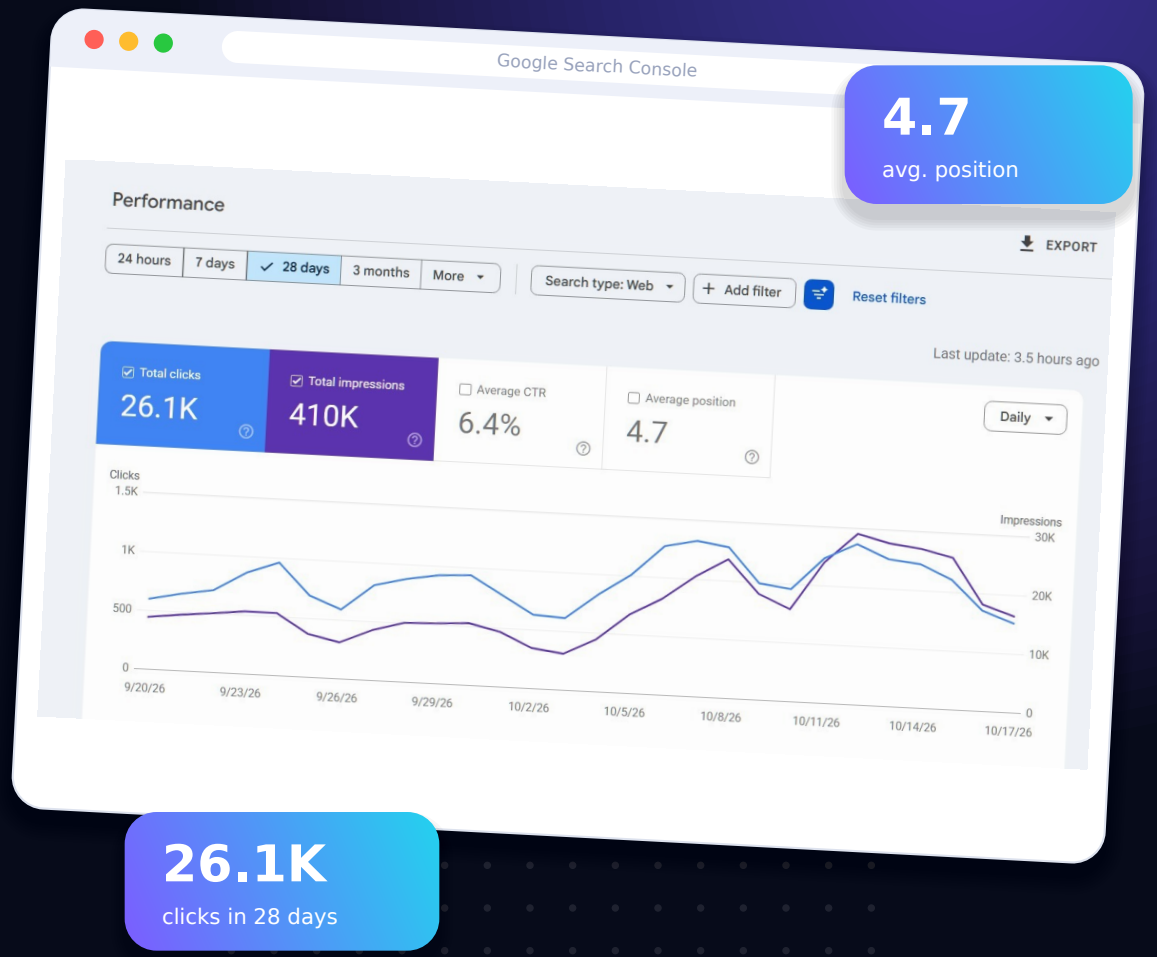
M Rafi SEO

SEO & DIGITAL MARKETING

SEO Expert Portfolio

Search visibility. Real traffic. Measurable growth.

SEO | Local SEO | GBP | E-Commerce SEO | Social Media



2026 | Rafiul Rafi, Dhaka | mrafiseo.com

ABOUT US

I help businesses get found on Google, get clicked, and turn visitors into customers.

I am Rafiul Rafi, an SEO expert and digital marketing specialist based in Dhaka, Bangladesh, with 5+ years of experience. I work with every client personally, with no agency in between, combining technical SEO, on-page work, local SEO and content to build rankings that last, backed by real Google Search Console data.

26.1K
clicks in 28 days

1.02M
impressions in 28 days

#2
on Google, local keyword

1 Direct & Personal

You work with me directly, with no agency costs in between.

2 Data-first

Every strategy starts from real search data, not guesswork.

3 Results-focused

Success is measured in clicks, rankings and customers.

WHAT WE DO

Services built to grow your traffic

01 SEO Services

Technical, on-page and off-page SEO to lift rankings and organic traffic.

02 Local SEO

Rank in local results and Google Maps to win customers nearby.

03 GBP Optimization

Google Business Profile setup and optimization for more calls and visits.

04 E-Commerce SEO

Category, product and technical SEO that drives store traffic and sales.

05 Digital Strategy

A clear, data-led plan across channels, built around your goals.

06 Social Media Services

Optimization, management and advertising to grow your brand online.

HOW WE WORK

My simple, proven 4-step process

1

Analysis

In-depth research on your business, audience and competitors.

2

Strategy

A tailored SEO plan built around your goals and opportunities.

3

Optimization

Content, site structure and technical elements improved for visibility.

4

Growth

Continuous monitoring, refining and scaling for lasting results.

RESULTS AT A GLANCE

Numbers from real Search Console data

26.1K
Clicks in 28 days
Avg. position 4.7

1.02M
Impressions in 28 days
9.33K clicks

7.68K
Clicks in 28 days
Avg. position 4.8

3.43M
Total impressions
16.5K clicks

5 > 5.2K
Clicks, before vs after SEO
Position 62 > 12.2

#2
Organic rank on Google
Local keyword, KD 71.6%

01

Before & After

Real search results, before and after my work

M Rafi SEO

BEFORE & AFTER #01

502 to 1.69K clicks

Before vs after SEO | Google Search Console

502 > 1.69K
Clicks

28.4K > 106K
Impressions

1.8% > 1.6%
Average CTR

25.3 > 11.8
Avg. position

Impressions grew almost 4x and average position moved from 25.3 to 11.8, tripling clicks.



M Rafi SEO

BEFORE & AFTER #02

Better rankings, 2x the impressions

Before: Jan 2026 | After: Mar 2026 | Search Console

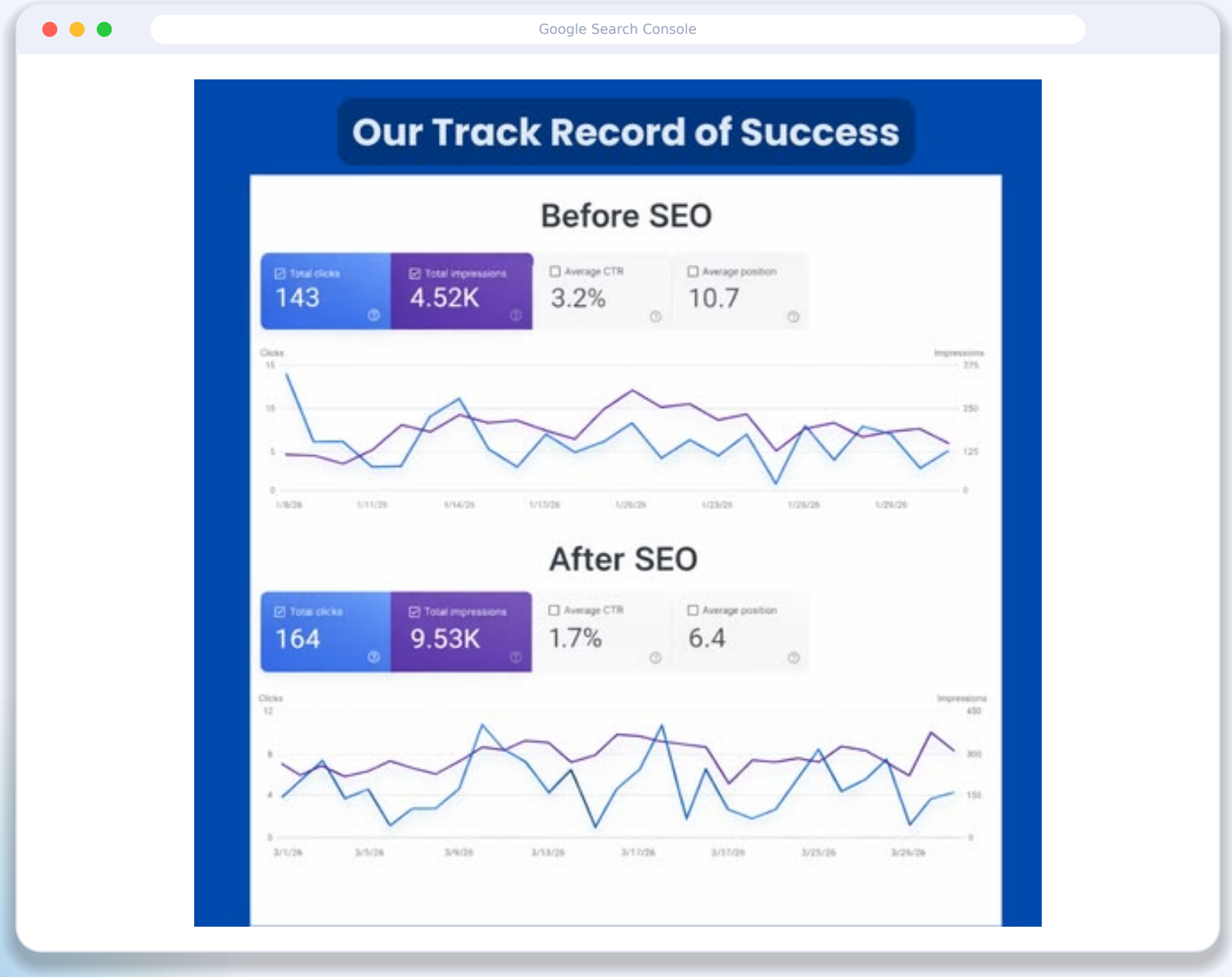
143 > 164
Clicks

4.52K > 9.53K
Impressions

3.2% > 1.7%
Average CTR

10.7 > 6.4
Avg. position

Impressions more than doubled and average position improved from 10.7 to 6.4, with clicks up from 143 to 164.



M Rafi SEO

BEFORE & AFTER #03

Before vs after SEO

Before: 3 months | After: 28 days

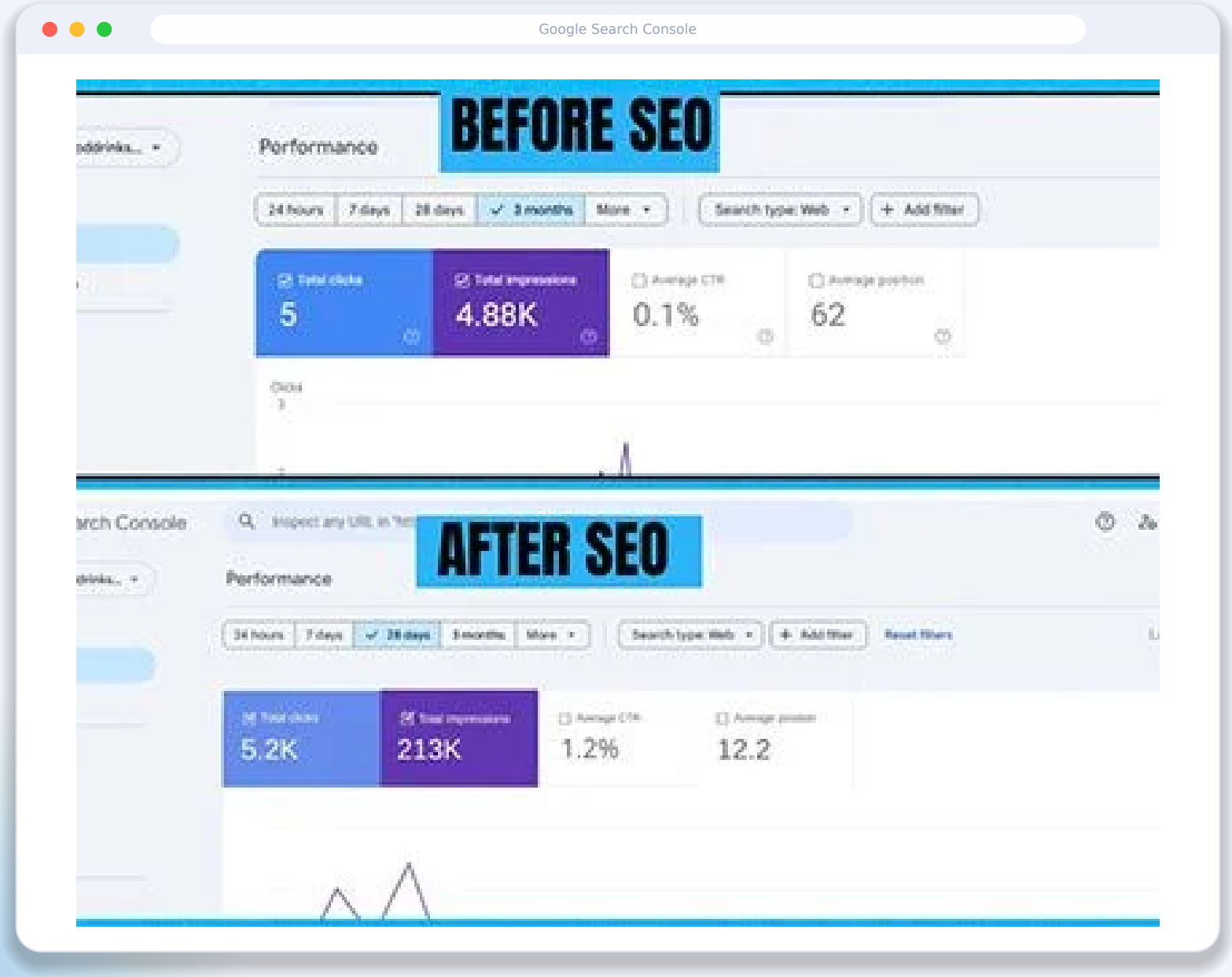
5 > 5.2K
Clicks

4.88K > 213K
Impressions

0.1% > 1.2%
Average CTR

62 > 12.2
Avg. position

From almost no clicks and an average position of 62 to page-one rankings and thousands of monthly clicks.



M Rafi SEO

BEFORE & AFTER #04

Site health from 72% to 92%

Technical SEO fix | Semrush Site Audit

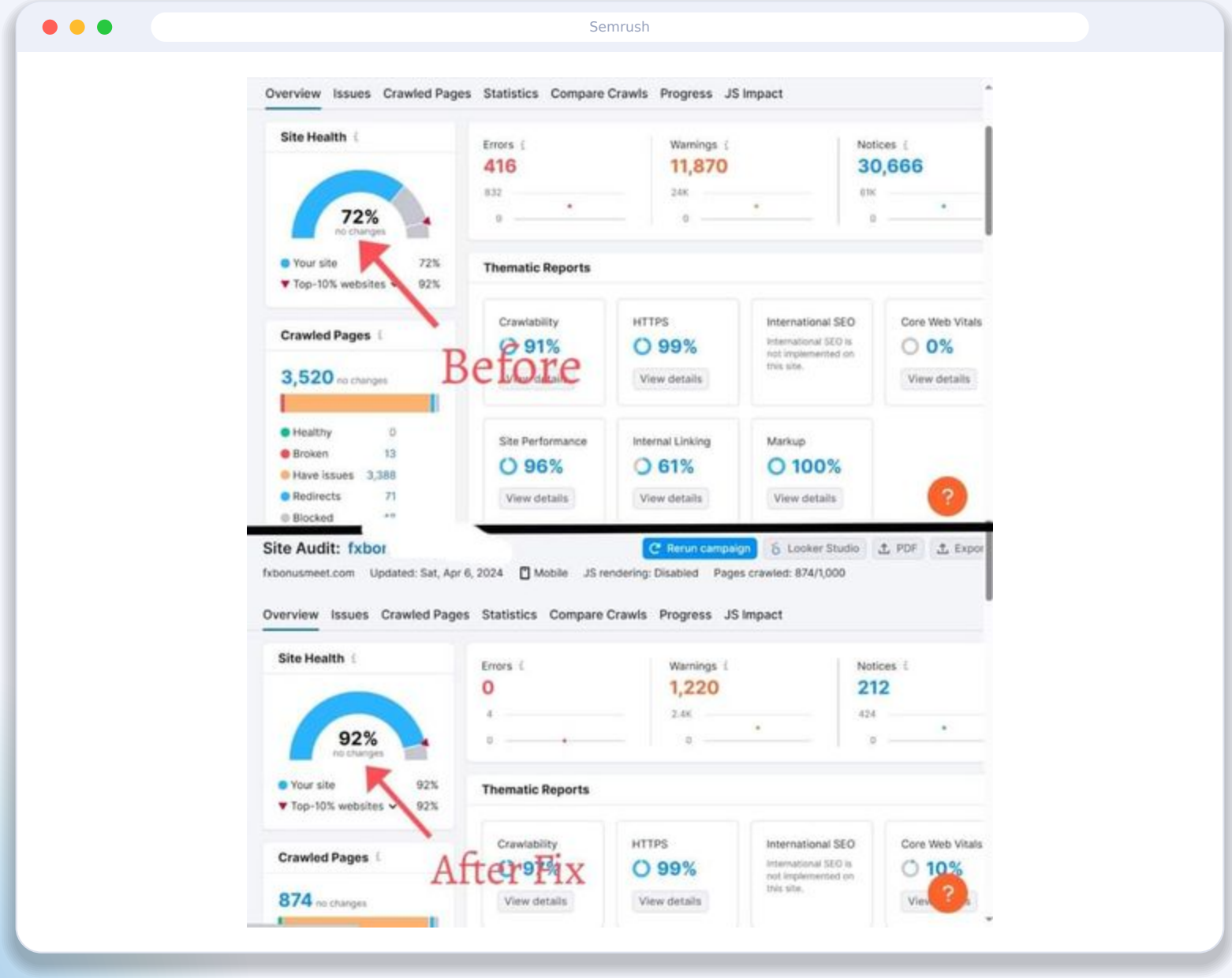
72% > 92%
Site health

416 > 0
Errors

11.9K > 1.2K
Warnings

30.7K > 212
Notices

A full technical clean-up removed every error and cut warnings and notices dramatically.



M Rafi SEO

BEFORE & AFTER #05

Site health from 83% to 95%

Technical SEO fix | Semrush Site Audit

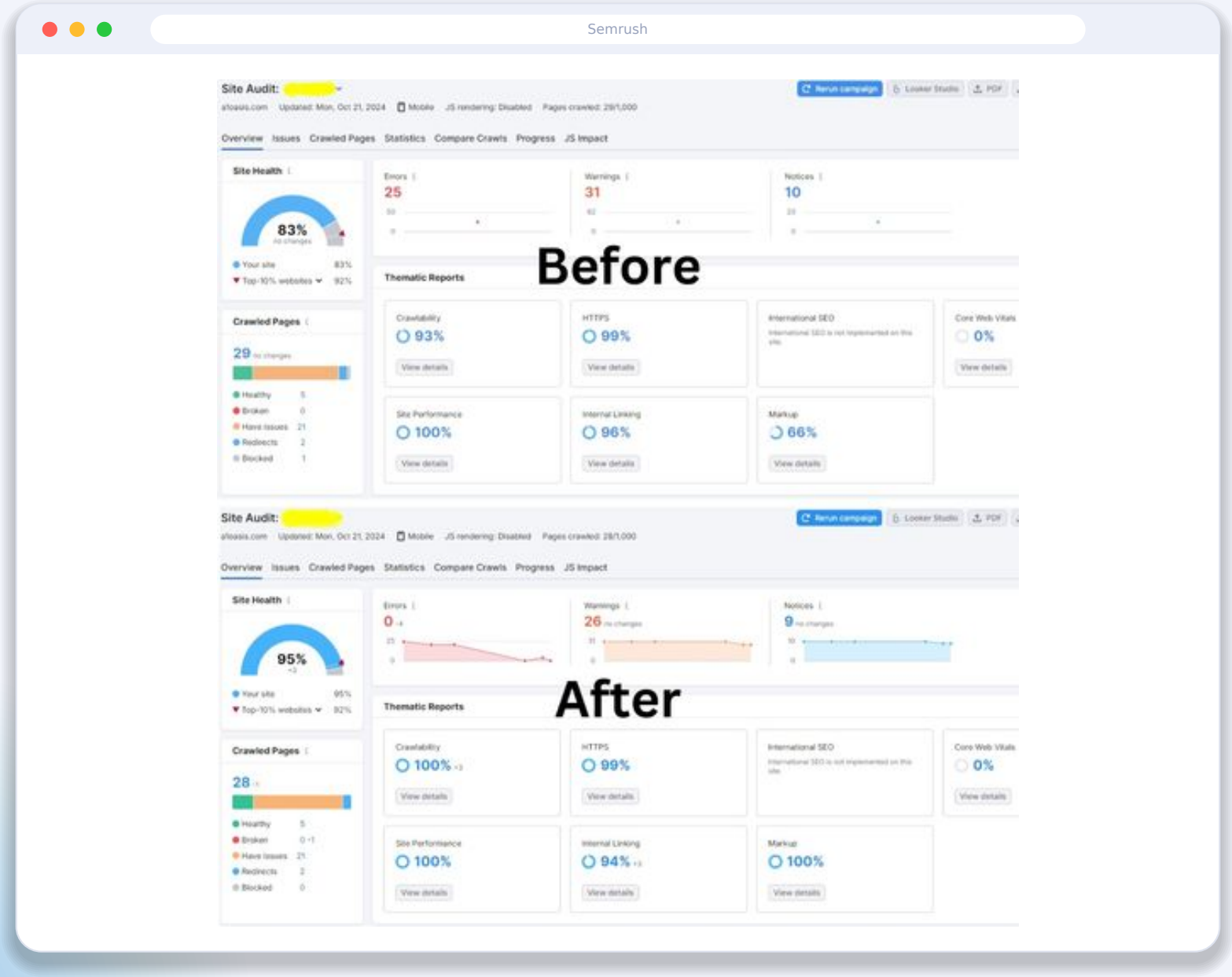
83% > 95%
Site health

25 > 0
Errors

31 > 26
Warnings

93% > 100%
Crawlability

Errors fixed to zero and crawlability lifted to 100% for a cleaner, faster-to-index site.



M Rafi SEO

BEFORE & AFTER #06

YouTube SEO score: 0 to 100

Video SEO optimization | vidIQ

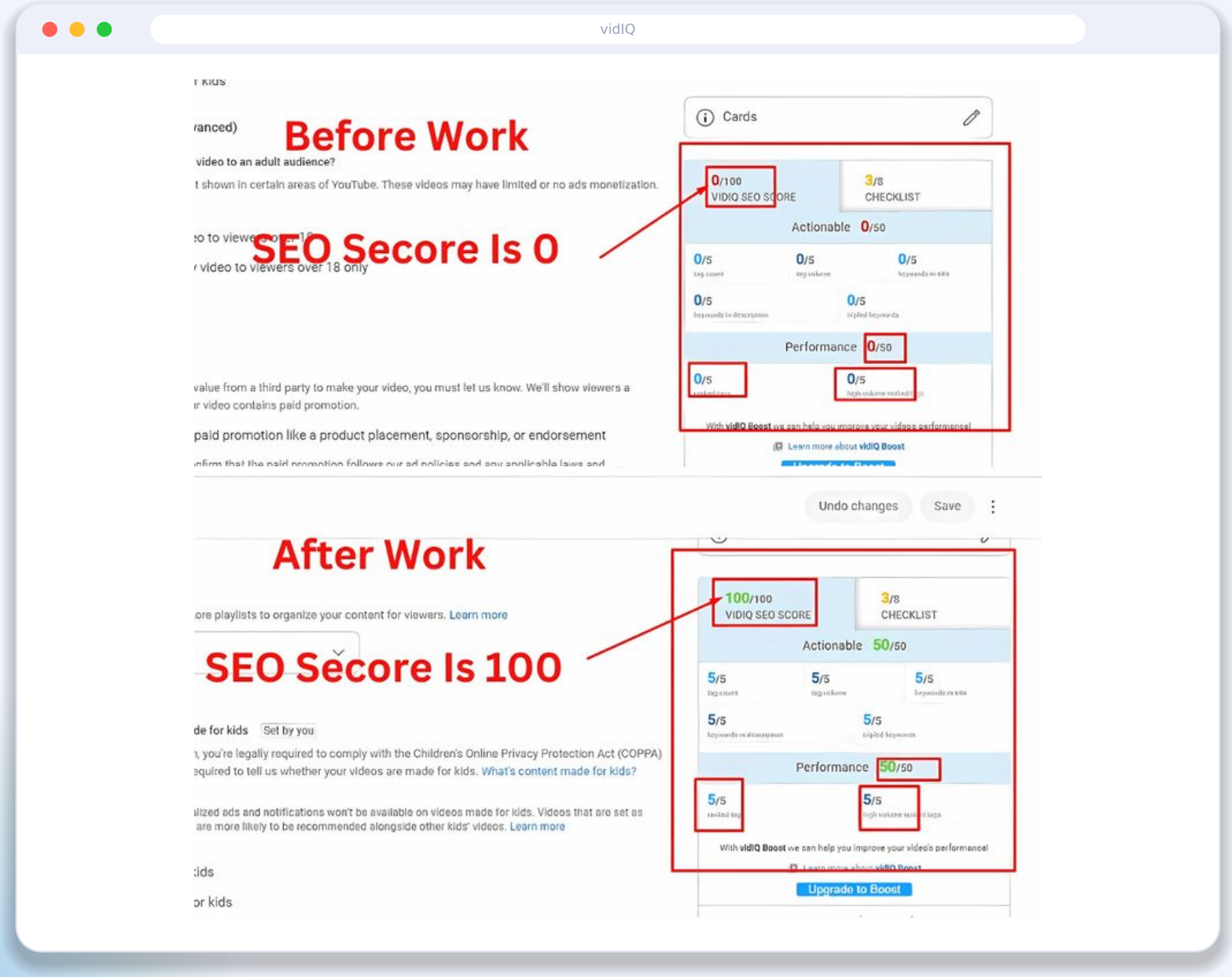
0 > 100
vidIQ SEO score

0 > 50
Actionable (of 50)

0 > 50
Performance (of 50)

0 > 5
Ranked tags score

Video titles, tags and descriptions optimized from a score of 0 to a perfect 100 for better discoverability in YouTube search.



Case Studies

Search performance from real projects

02

M Rafi SEO

CASE STUDY #07

26.1K clicks in just 28 days

Sep 20 - Oct 17, 2026 | Google Search Console

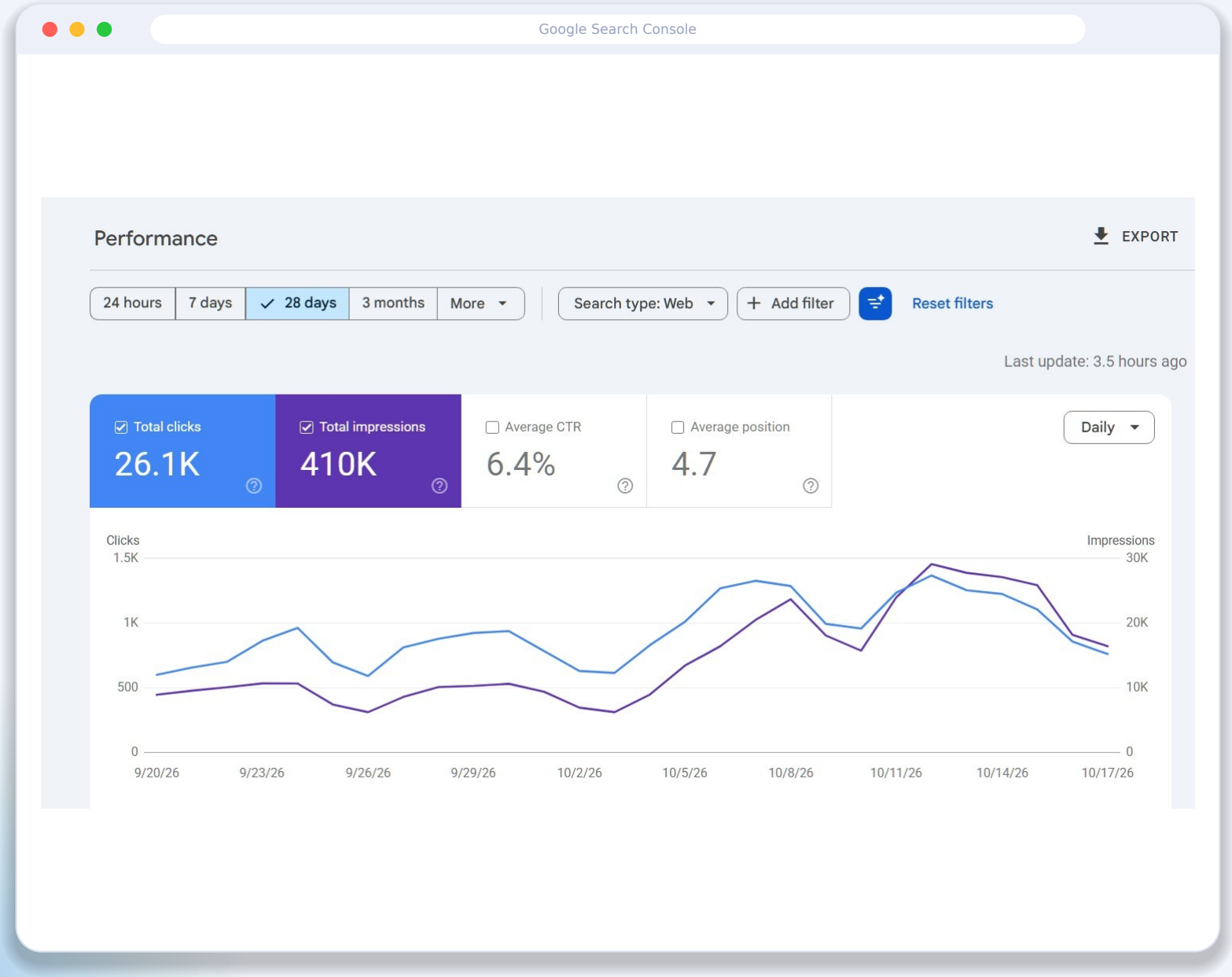
26.1K
Total clicks

410K
Impressions

6.4%
Average CTR

4.7
Avg. position

Page-one average position and a 6.4% click-through rate, with traffic climbing steadily through October.



M Rafi SEO

CASE STUDY #08

Over 1 million impressions in 28 days

Sep 20 - Oct 17, 2026 | Google Search Console

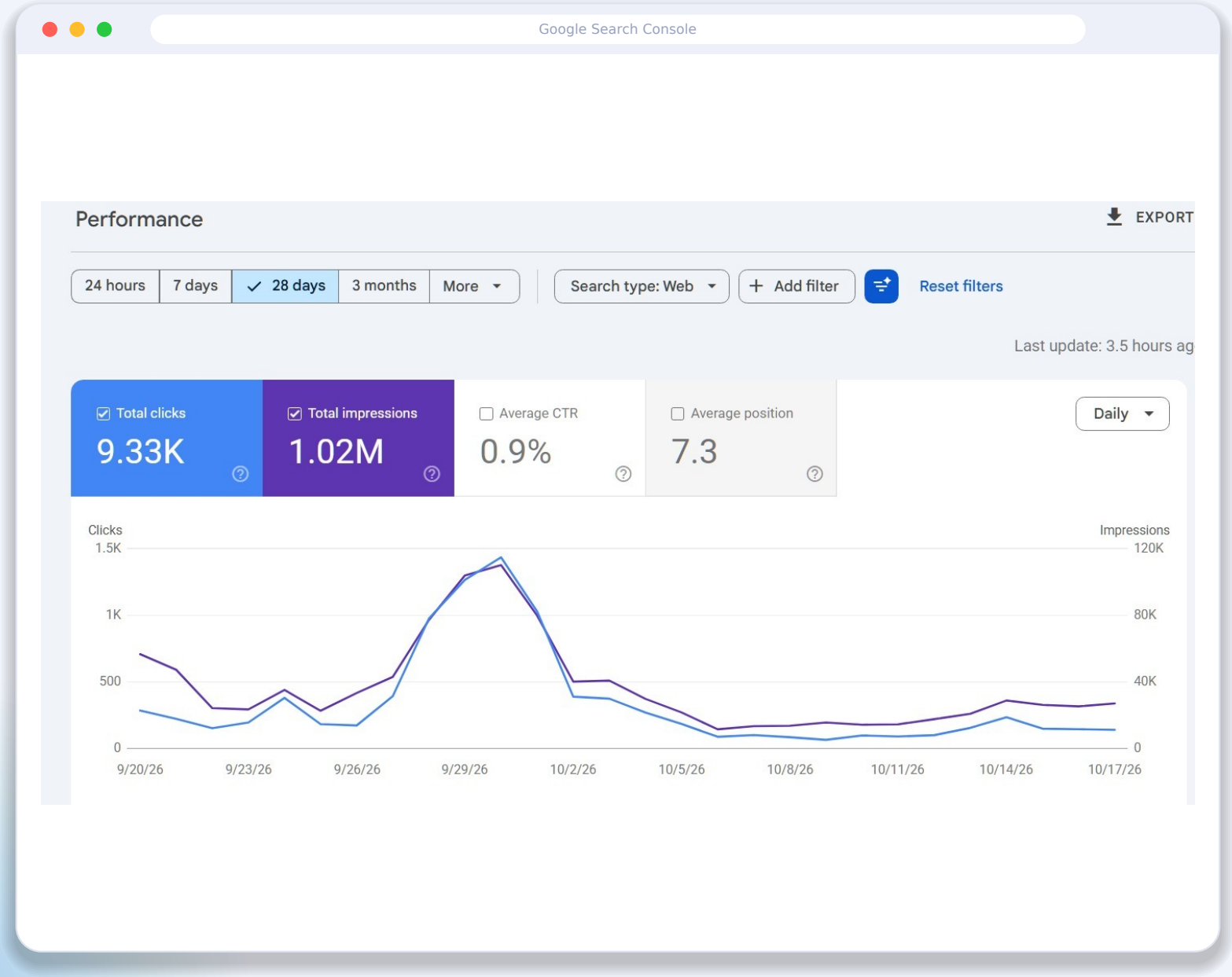
9.33K
Total clicks

1.02M
Impressions

0.9%
Average CTR

7.3
Avg. position

Massive visibility gain with a sharp traffic peak around Sep 29-30, backed by a strong average position of 7.3.



M Rafi SEO

CASE STUDY #09

Consistent daily growth, 7.68K clicks

Jan 27 - Feb 23, 2026 | Google Search Console

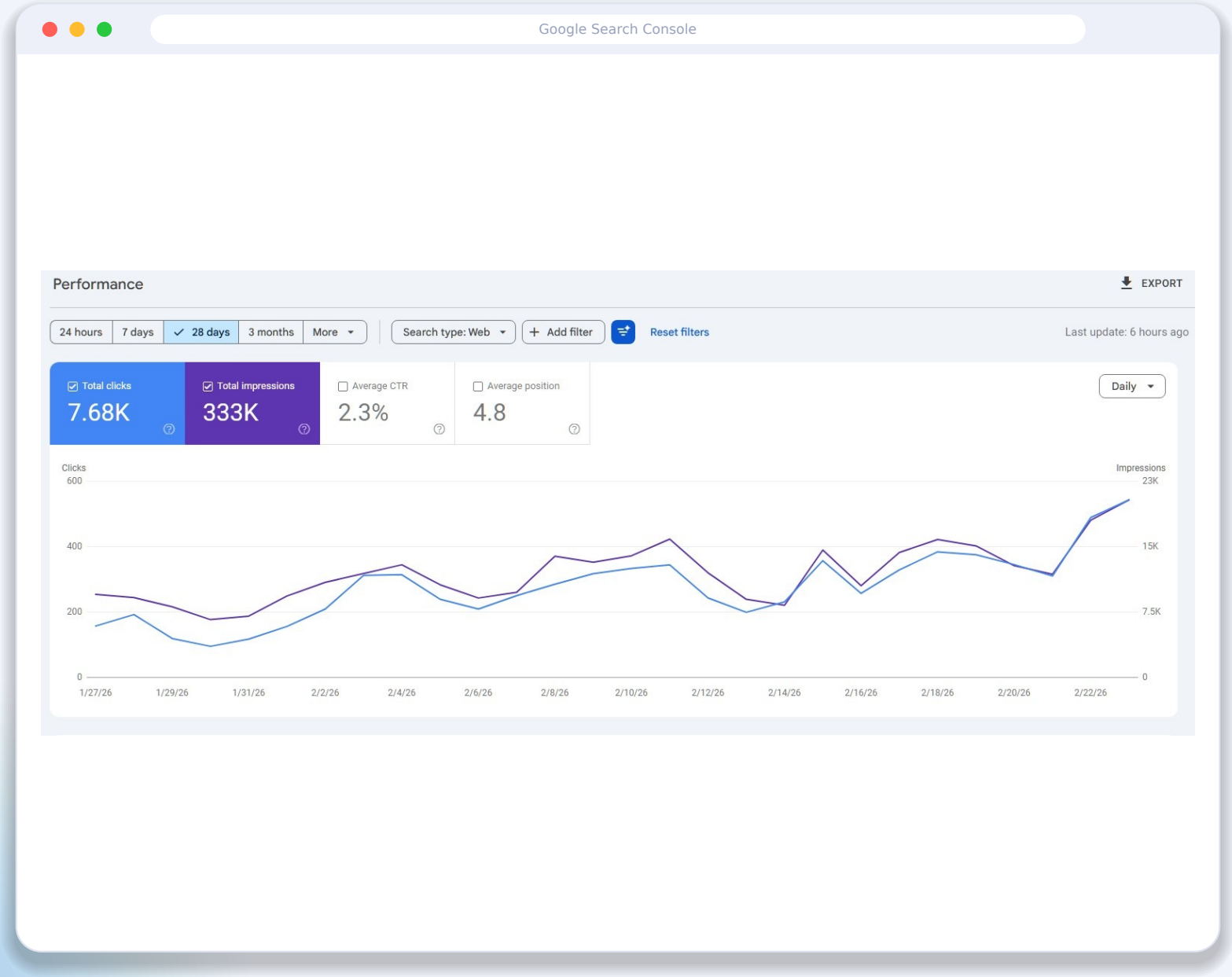
7.68K
Total clicks

333K
Impressions

2.3%
Average CTR

4.8
Avg. position

Daily clicks rose from roughly 150 to over 540 within four weeks, with rankings holding near the top of page one.



M Rafi SEO

CASE STUDY #10

16.5K clicks and 3.43M impressions

Long-term view | Google Search Console

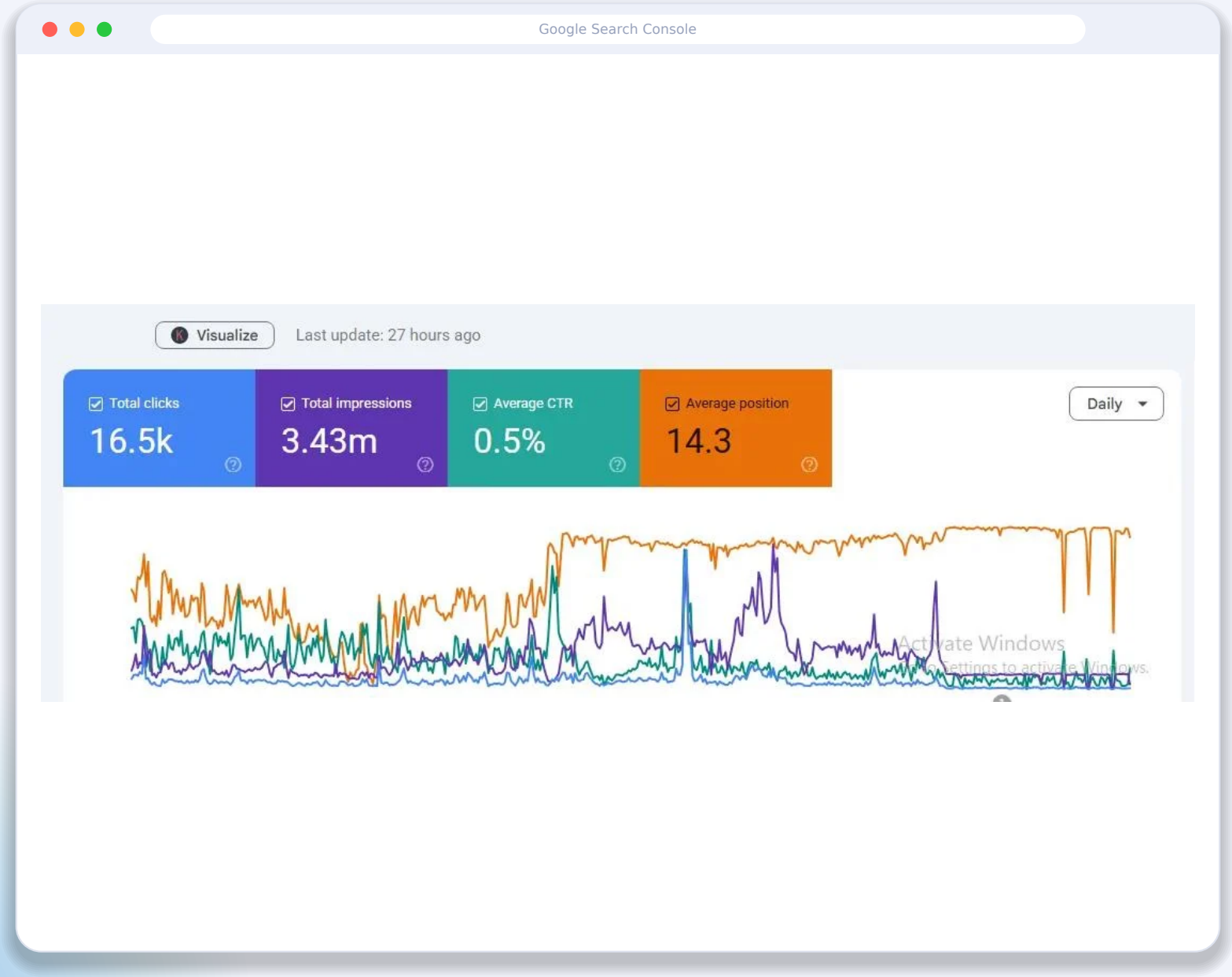
16.5K
Total clicks

3.43M
Impressions

0.5%
Average CTR

14.3
Avg. position

Large-scale search visibility built over time, with millions of impressions and a growing keyword footprint.



M Rafi SEO

CASE STUDY #11

5.61K clicks in 3 months

Last 3 months | Google Search Console

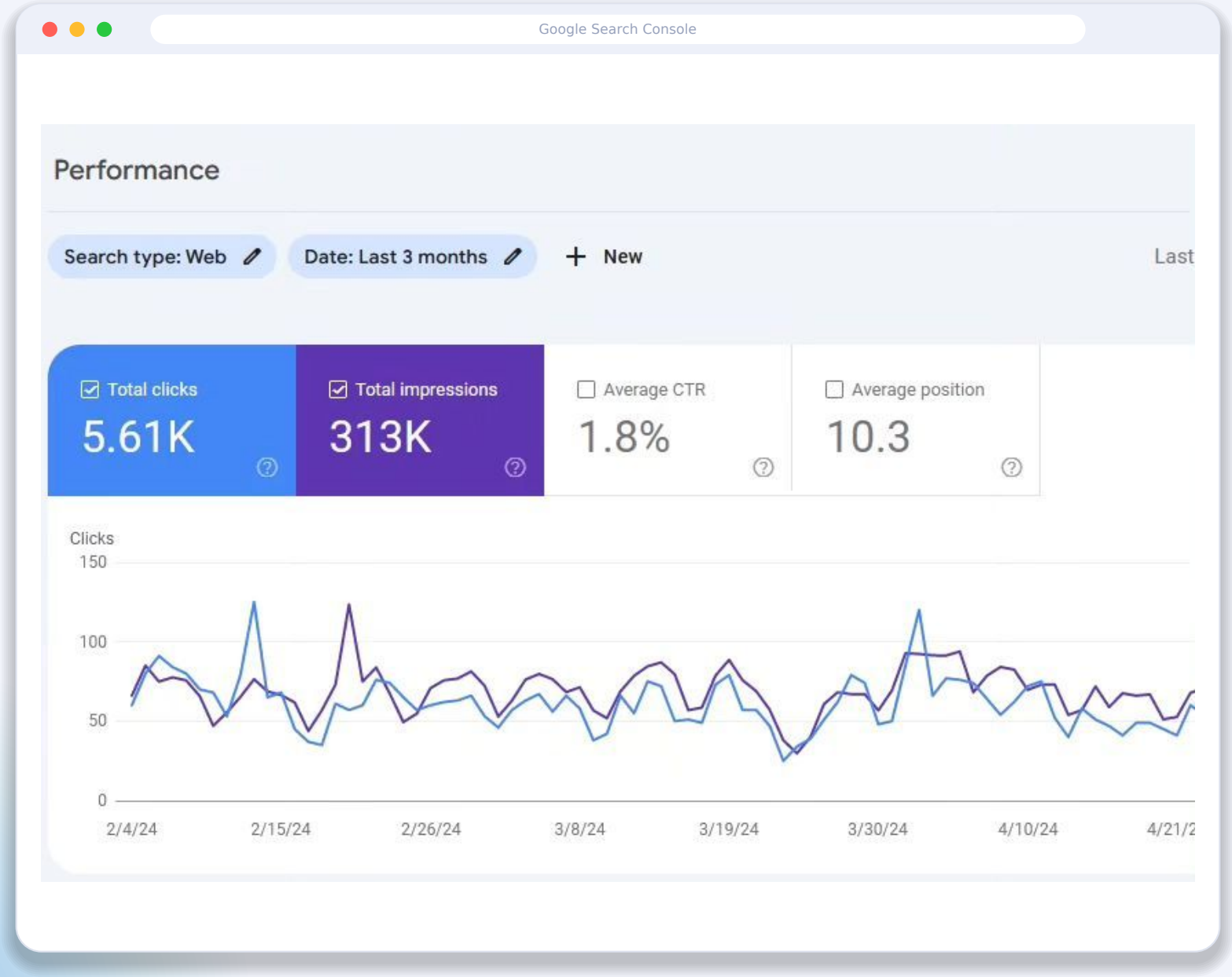
5.61K
Total clicks

313K
Impressions

1.8%
Average CTR

10.3
Avg. position

Page-one average position and over 300K impressions, with steady daily clicks coming in from Google search.



M Rafi SEO

CASE STUDY #12

From near zero to 1.03K clicks

Apr - Jun 2025 | Last 3 months

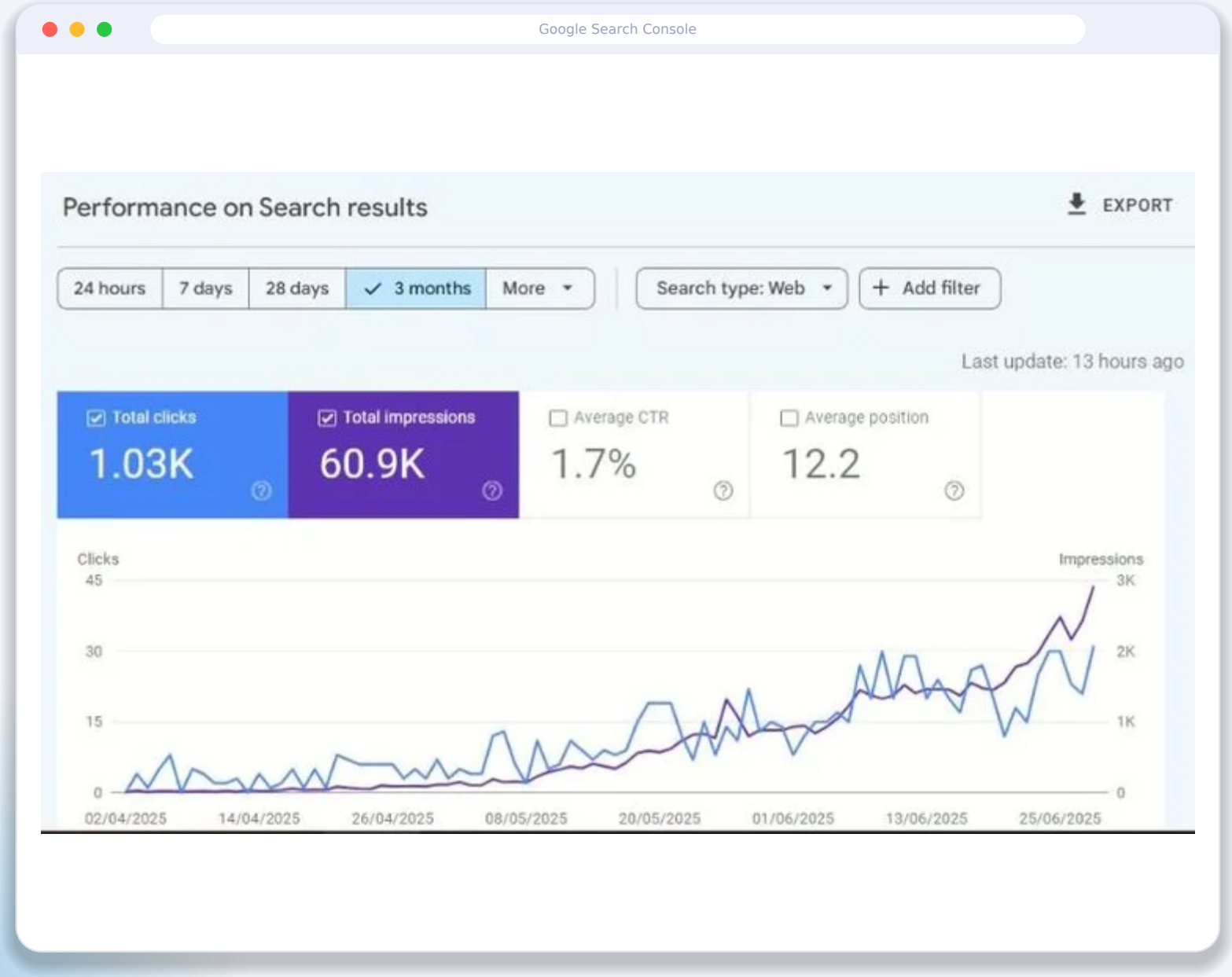
1.03K
Total clicks

60.9K
Impressions

1.7%
Average CTR

12.2
Avg. position

A clean upward curve: impressions and clicks accelerating month after month as rankings improved.



M Rafi SEO

CASE STUDY #13

Traffic breakthrough for a local service site

Dec 2023 - Jun 2024 | Last 6 months

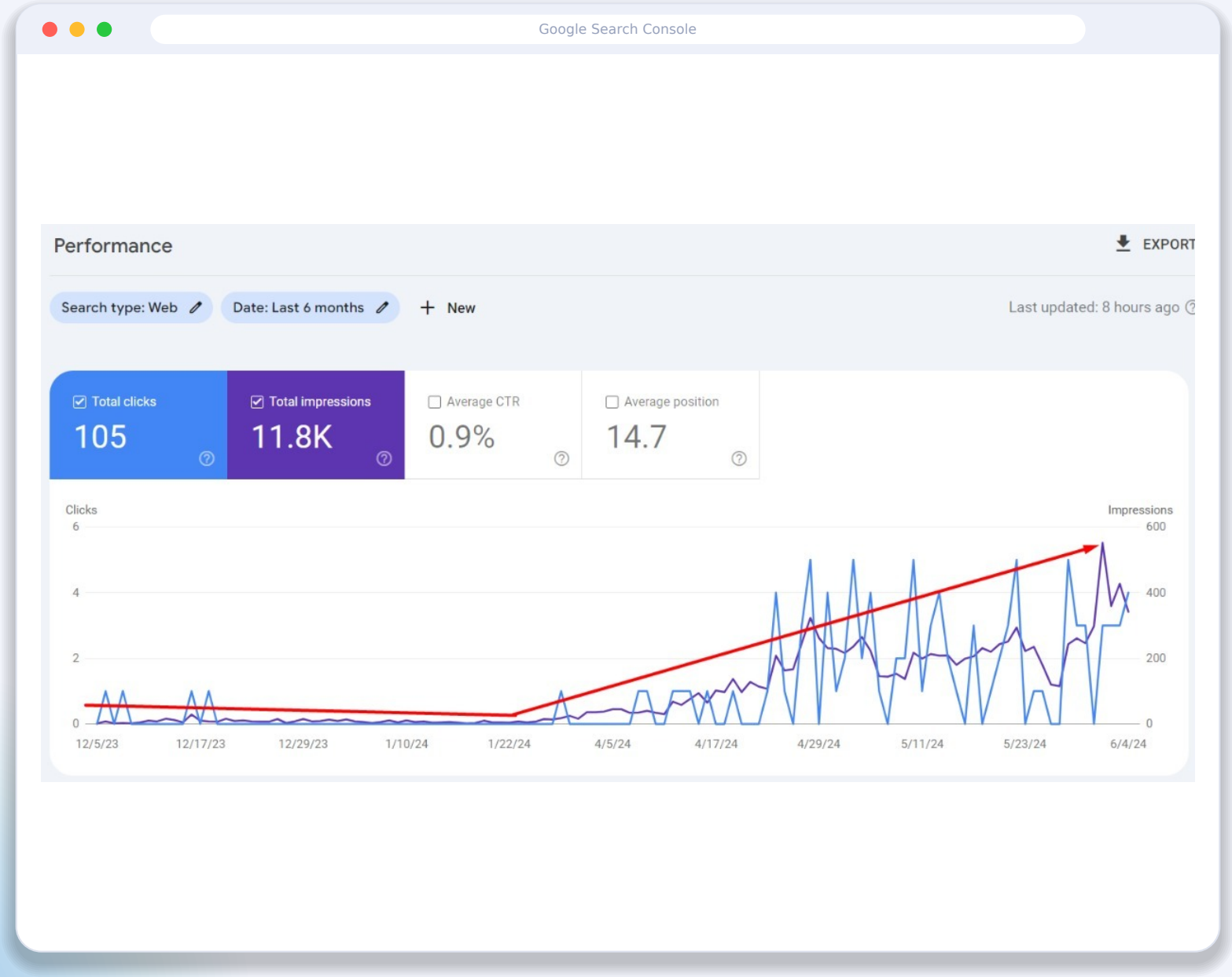
105
Total clicks

11.8K
Impressions

0.9%
Average CTR

14.7
Avg. position

After months of flat performance, rankings and impressions took off once the optimization strategy kicked in.



M Rafi SEO

CASE STUDY #14

Local SEO: #2 on Google for a competitive keyword

Keyword: "Roofing in Fairfield NJ"

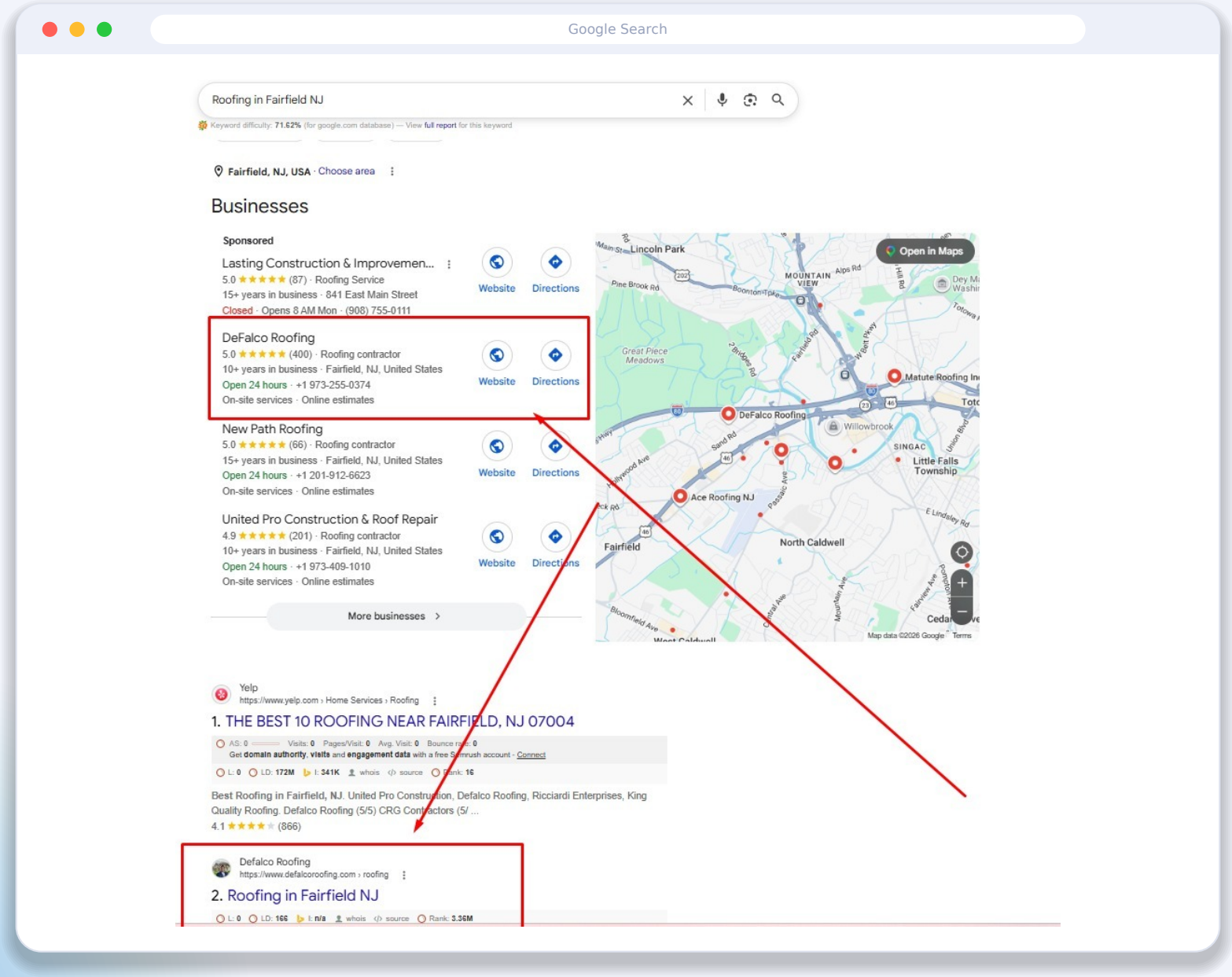
#2
Organic position

71.6%
Keyword difficulty

Page 1
Google ranking

Local
Search intent

A high-competition local keyword where the business appears on the first page of Google results.



LONG-TERM GROWTH #15

3.21K clicks and 448K impressions

Sep 2024 - Jan 2026 | Google Search Console

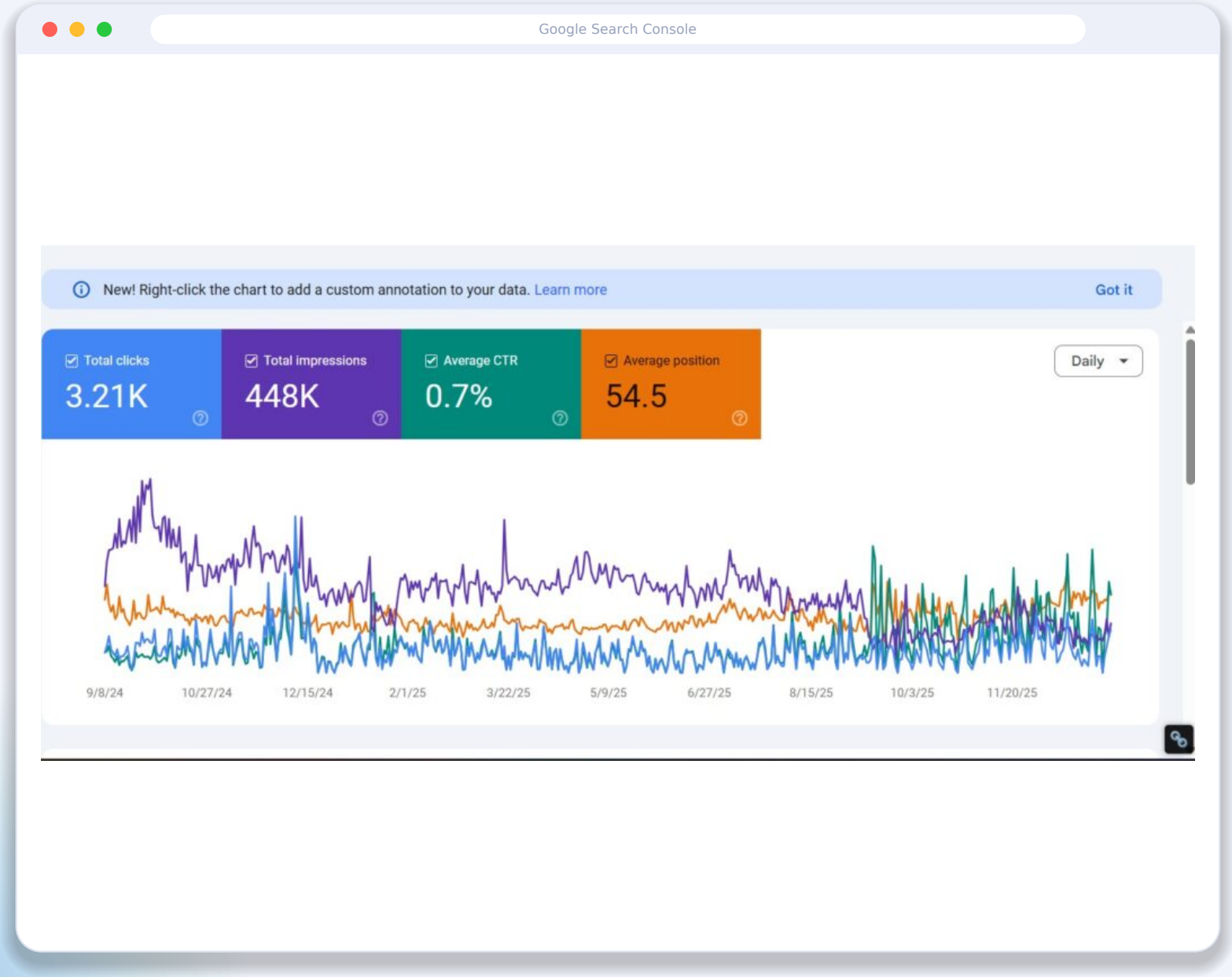
3.21K
Total clicks

448K
Impressions

0.7%
Average CTR

54.5
Avg. position

More than a year of tracked search visibility, with impressions in the hundreds of thousands.



LONG-TERM GROWTH #16

2.13K clicks and 290K impressions

Jan 2025 - Jan 2026 | Google Search Console

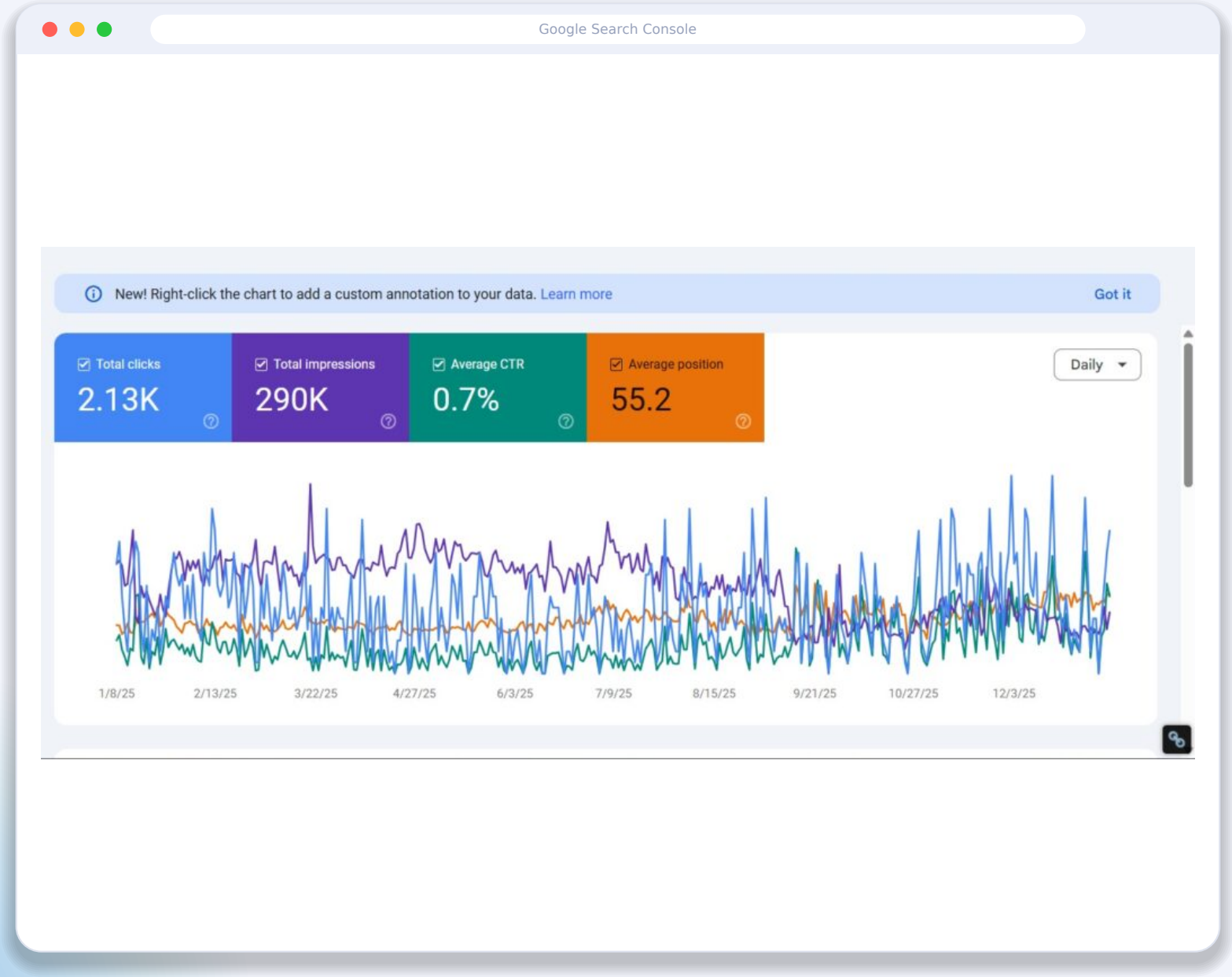
2.13K
Total clicks

290K
Impressions

0.7%
Average CTR

55.2
Avg. position

A full year of search data showing a growing footprint and rising click activity toward the end of the period.



M Rafi SEO

CASE STUDY #17

Domain overview: 560 monthly organic visits

Semrush Domain Overview | Jan 2022

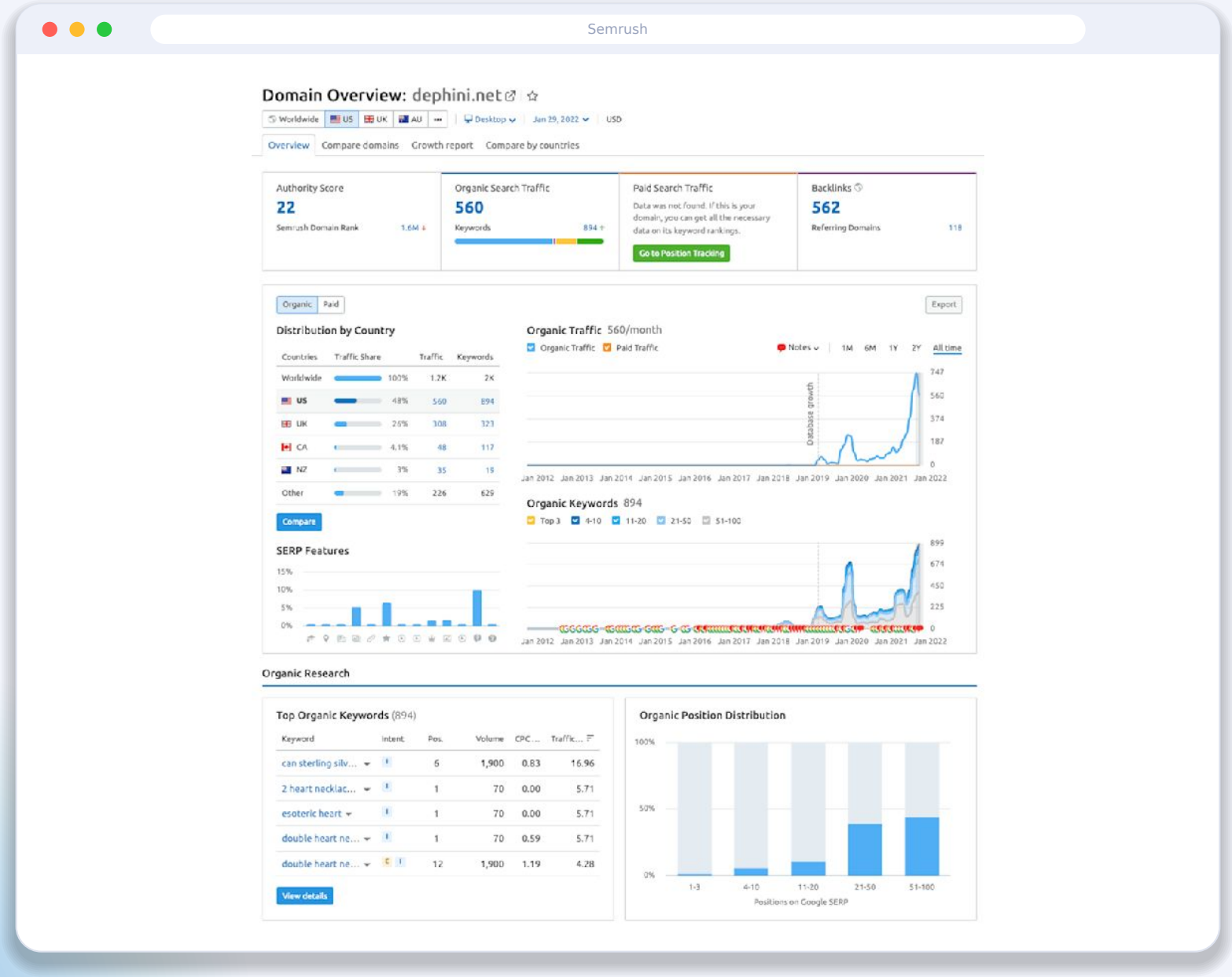
560
Organic traffic / mo

894
Organic keywords

562
Backlinks

22
Authority score

Organic traffic and keyword rankings rising sharply, tracked with Semrush domain data.



M Rafi SEO

SAMPLE AUDIT REPORT #18

Our SEO audit report format

Sample report | example.com

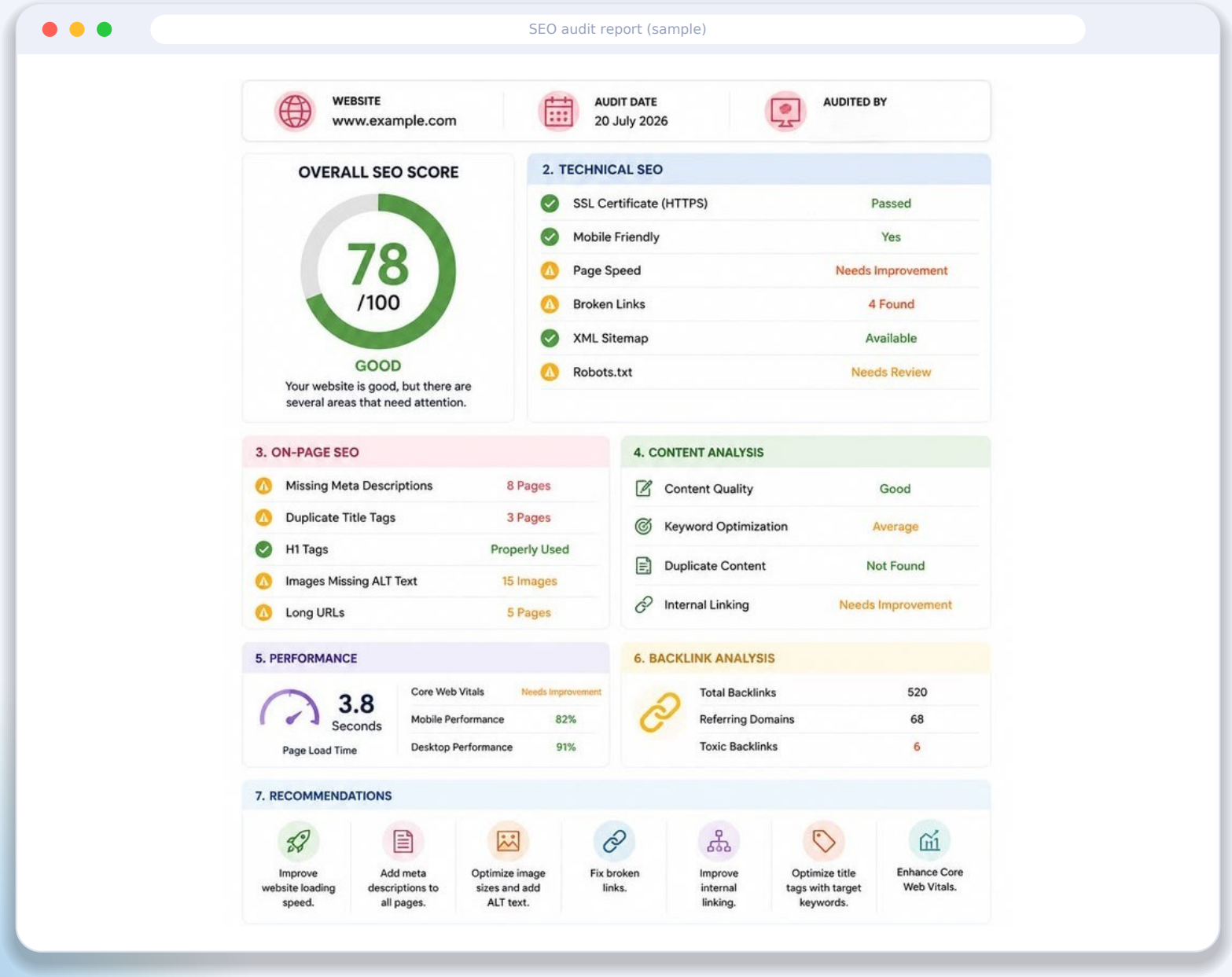
78/100
Overall SEO score

7
Audit sections

520
Backlinks (sample)

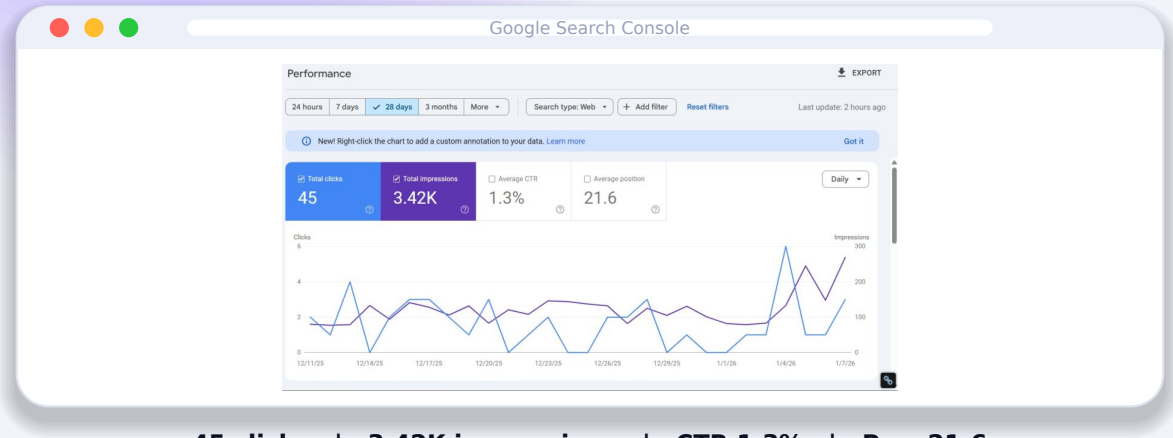
3.8 s
Page load time

A clear, 7-section audit covering technical SEO, on-page, content, performance and backlinks, with prioritized recommendations.

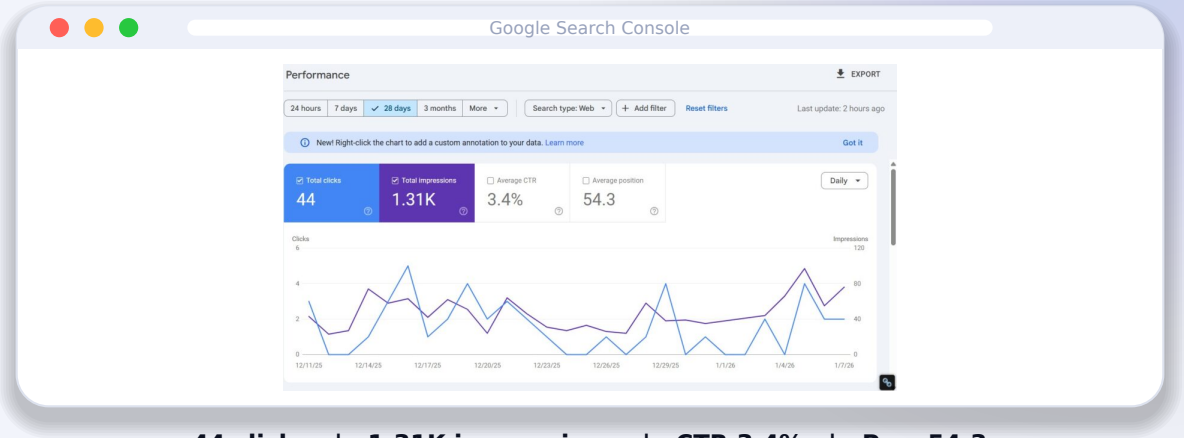


Newer projects: 28-day Search Console snapshots

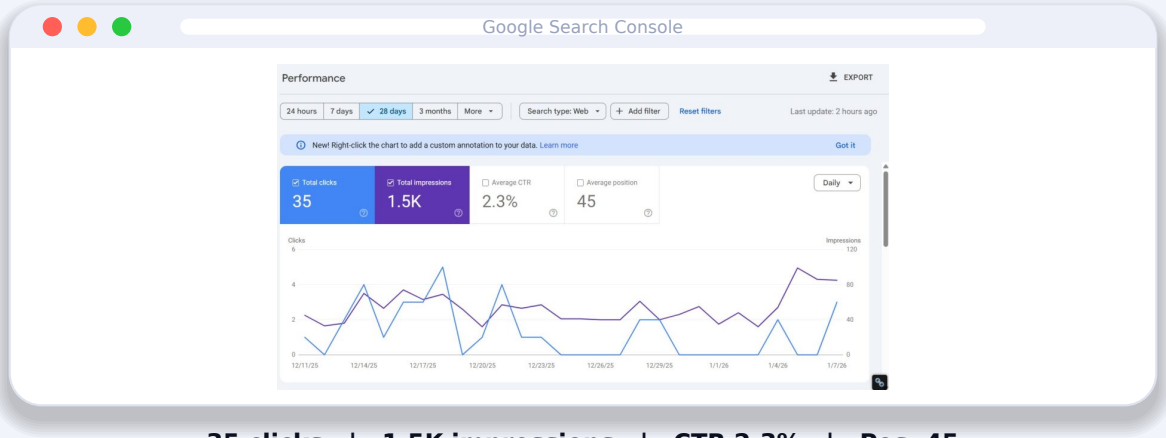
Dec 11, 2025 - Jan 7, 2026 | Early-stage tracking for recently started campaigns



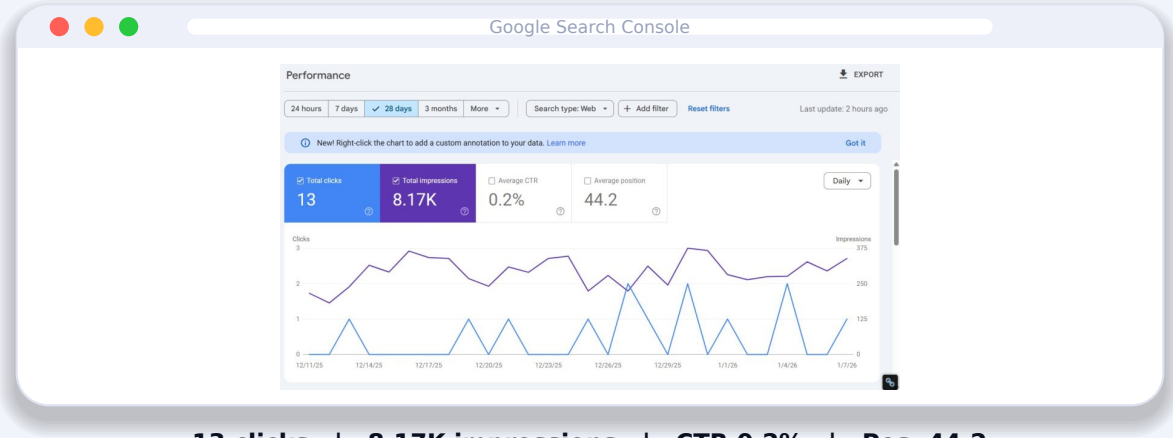
45 clicks | 3.42K impressions | CTR 1.3% | Pos. 21.6



44 clicks | 1.31K impressions | CTR 3.4% | Pos. 54.3



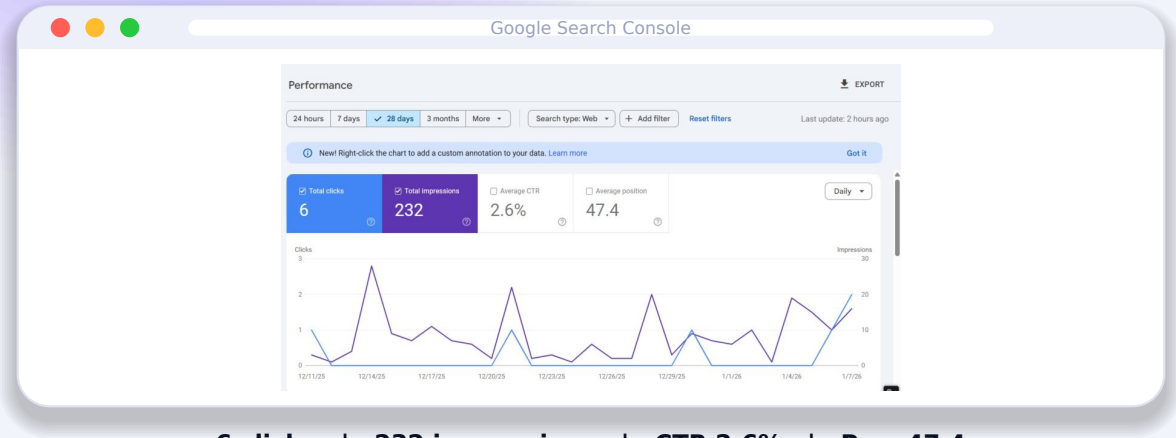
35 clicks | 1.5K impressions | CTR 2.3% | Pos. 45



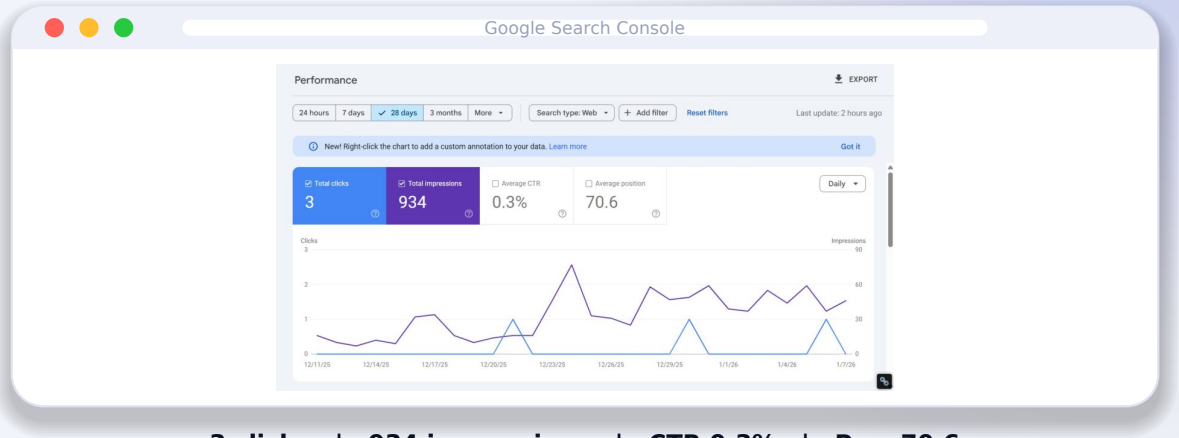
13 clicks | 8.17K impressions | CTR 0.2% | Pos. 44.2

Newer projects: 28-day Search Console snapshots

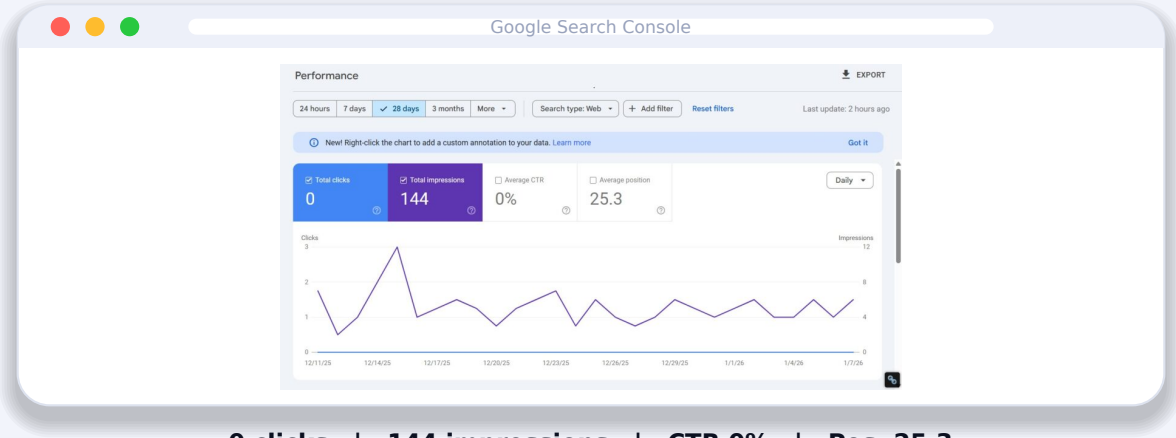
Dec 11, 2025 - Jan 7, 2026 | Early-stage tracking for recently started campaigns



6 clicks | 232 impressions | CTR 2.6% | Pos. 47.4



3 clicks | 934 impressions | CTR 0.3% | Pos. 70.6



0 clicks | 144 impressions | CTR 0% | Pos. 25.3

PLANS & PRICING

Simple monthly plans, no agency costs

BASIC

$90

10K BDT / month

- ✓ In-depth SEO audit
- ✓ Keyword research (10)
- ✓ Backlinks per month (50)
- ✓ Blog posts per month (5)
- ✓ On-page optimization (5)
- ✓ Monthly detailed report

BUSINESS

$125

15K BDT / month

- ✓ In-depth SEO audit
- ✓ Keyword research (20)
- ✓ Backlinks per month (80)
- ✓ Blog posts per month (8)
- ✓ On-page optimization (8)
- ✓ Technical SEO
- ✓ Monthly detailed report

PREMIUM

$200

22K BDT / month

- ✓ In-depth SEO audit
- ✓ Keyword research (50)
- ✓ Backlinks per month (150)
- ✓ Blog posts per month (15)
- ✓ On-page optimization (15)
- ✓ Technical SEO
- ✓ Local SEO strategy
- ✓ GBP optimization
- ✓ Monthly detailed report

Social media management add-ons available from $40 / 5K BDT per month.

M Rafi SEO

Ready to grow your business?

Let's turn your website into your best sales channel.

E EMAIL
mrafiseo@gmail.com

P PHONE
+880 1650 226579

W WEBSITE
www.mrafiseo.com

F FACEBOOK
facebook.com/mrafiseo1

H HOURS
Sat - Wed, 10am - 5pm | Dhaka, Bangladesh

