

Alwin Clores SEO Case Studies: Verified Client Results Across the US and Australia

Nine client engagements. Different industries, same discipline: build the system, fix the signals, let the results compound. Four engagements are verified by BrightLocal with 5.0 client ratings across Quality, Schedule, Cost, and Would Refer.

Results at a glance

Client	Market	Engagement	Headline result
US Auto Parts (E-Commerce)	Carson, CA, USA	2003-2006	2 major sites + 20 micro-sites optimized as one network
Shofur (Travel and Transportation)	Los Angeles, USA	2012	Local SEO frameworks across 50+ US city markets
Multi-Practice Law Firm	Sydney, Australia	12 months	+214% organic sessions, top 3 on 8 high-intent terms
Trade Services Network	Melbourne, Australia	9 months	Full traffic recovery post-migration, +178% leads
B2B Consulting Firm	Brisbane, Australia	18 months	0 to #1 nationally, +340% organic traffic
Chiropractic Clinic	USA	Oct 2023 - ongoing	+30% rank and position, conversions up
Car Service and Repair Shop	USA	Feb 2024 - ongoing	Income doubled month over month
Window, Gutter and Pressure Cleaning	USA	Nov 2023 - ongoing	+100% traffic, +60% Google Maps rankings
Gutter Cleaning Company	USA	Ongoing	From zero traffic to 10,000+ monthly views

Enterprise E-Commerce SEO Across Two Major Sites and a 20-Site Network

US Auto Parts · E-Commerce · Carson, California, USA · 2003-2006

The problem. Two large e-commerce websites competing in the crowded US auto parts market, supported by a network of 20 micro-sites, with real revenue riding on organic performance. The network needed coordinated optimization at scale: consistent frameworks, clean technical foundations, and a user experience that converted the traffic it earned.

What we built. SEO managed across 2 major e-commerce websites and 20 supporting micro-sites. On-page SEO frameworks covering site architecture, meta tag strategy, and keyword placement. Technical audits ensuring crawlability, indexability, and page performance. UX/UI improvements that reduced bounce rates and improved engagement.

Result	Detail
2 + 20	Sites optimized as one coordinated network
Growth	Measurable organic traffic and conversion gains
Bounce down	UX improvements lifted engagement across the network

National Organic Visibility for an Enterprise Charter Bus Booking Platform

Shofur.com · Travel and Transportation · Los Angeles, USA · 2012

The problem. An enterprise charter bus booking platform competing in a national market where every major city has its own search dynamics. Generic location templates were not going to compete. The platform needed an organic acquisition roadmap built from real search intent, market by market.

What we built. End-to-end SEO consulting: technical audits, site architecture restructure, content strategy, and local search. Performance improvements directed with the internal dev team. Local SEO across 50+ US city markets with GBP optimization, citation building, and geo-targeted content frameworks. Keyword research, intent mapping, and topical gap analysis guiding the roadmap.

Result	Detail
50+	US city markets with local SEO frameworks
End-to-end	Technical, architecture, content, and local in one engagement
National	Organic visibility across major US markets

From Buried to Booked: Organic Growth for a Multi-Practice Law Firm

Legal Services · Sydney, Australia · 12-month engagement

The problem. A mid-size Sydney law firm with three offices had near-zero organic visibility outside branded search. Competitors captured high-intent queries while the firm relied on referral and paid

ads. Duplicate location pages, thin practice content, no schema. Google had no idea what they were about.

What we built. Full technical audit and remediation. Topical authority cluster covering 14 practice areas with pillar pages and supporting FAQs. LegalService schema across all practice and location pages. GBP optimization for 3 offices. Internal link architecture directing equity from blog content to money pages.

Result after 12 months	Detail
+214%	Organic sessions year on year
Top 3	Rankings on 8 high-intent practice area terms
3x	Local pack appearances across 3 locations

Local Pack Dominance for a Trade Services Network Across Melbourne

Home Services · Melbourne, Australia · 9-month engagement

The problem. A Melbourne trade services company relaunched on a new CMS and organic traffic dropped 62% in six weeks. Botched redirects, misfiring canonicals, hundreds of crawl anomalies. Leads dried up almost overnight.

What we built. Full migration audit with 400+ redirect mapping and canonical correction. Rebuilt service architecture with suburb-level pages for 22 Melbourne suburbs. GBP optimization and citation cleanup across 6 major directories. Core Web Vitals remediation bringing LCP under 2.5s. Structured reindexing via Search Console.

Result after 9 months	Detail
Full	Traffic recovery, surpassed pre-migration baseline
+178%	Organic leads vs pre-migration average
Page 1	Rankings across 19 of 22 suburb-level pages

Topical Authority System for a Consulting Firm Entering a Competitive National Market

B2B Professional Services · Brisbane, Australia · 18-month engagement

The problem. A Brisbane consulting firm with strong offline credentials had no meaningful organic presence: four pages of brochureware, no content strategy, minimal domain authority, entering a national market dominated by well-funded incumbents.

What we built. Topical authority map covering 6 core service areas with 40+ supporting content pieces. Content cluster built on the Rank Loop framework: intent mapped, entity covered, schema-

reinforced. Service pages rebuilt around transactional intent. Thought leadership content for trust and inbound links. GSC-driven monthly iteration.

Result after 18 months	Detail
0 to #1	Ranked first for primary commercial term nationally
+340%	Organic traffic growth over 18 months
6 of 6	Target service clusters ranking on page 1

Web Design and Local SEO for a Chiropractic Clinic: Rank and Position Up 30%

Healthcare · Chiropractic Clinic · USA · Oct 2023 - Ongoing · Verified by BrightLocal, 5.0 rating

The problem. An established chiropractic clinic wanted to keep growing its online presence in a local healthcare market where the maps pack decides who gets the call. The site needed a redesign, and the rankings needed a campaign built on real keyword research, not guesswork.

What we built. Website redesigned with conversion paths aligned to local search intent. Local SEO campaign covering GBP optimization, citations, and review signals. Advanced keyword research targeting the queries patients actually search. Fast-response workflow, flagged by the client as the standout.

Result	Detail
+30%	Increase in rank and position
Up	Organic conversions climbing
5.0	Verified client rating across all categories

Local SEO That Doubled Income Month Over Month for an Auto Repair Shop

Automotive · Car Service and Repair · Feb 2024 - Ongoing · Verified by BrightLocal, 5.0 rating

The problem. A car service and repair shop wanted higher local rankings and better quality leads. They ran a competitive review of top search agencies and narrowed it to three. What won the engagement: a clear plan, hard commitment to the goals, and the confidence to back it.

What we built. Local SEO campaign run across both Google and Bing. Pilot programs introduced, building a direct working relationship with Google. Strategy built collaboratively from a deep read of the business first. Lead quality prioritized over raw traffic volume.

Result	Detail
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2x	Income doubled month over month
G + B	Google and Bing local campaigns
5.0	Verified client rating across all categories

Traffic Up 100% and Map Rankings Up 60% for an Exterior Cleaning Company

Home Services · Window, Gutter and Pressure Cleaning · Nov 2023 - Ongoing · Verified by BrightLocal, 5.0 rating

The problem. An established exterior cleaning business in a brutally competitive vertical had burned through at least 9 SEO and digital marketing firms over 14 years. Same pattern every time: big promises, generic execution. They needed someone who would actually listen, research their specific market, and fix the problems unique to their site.

What we built. Full-scope digital marketing: SEO, on-site and off-site optimization, link building. Blog creation and content program tied to service demand. Real, meaningful research into the site and market before any work was proposed. Options scoped to budget, then executed exactly as promised.

Result after 3 months	Detail
+100%	Organic traffic vs the prior 3 months
+60%	Google Maps ranking improvement
9 to 1	The firm that delivered after nine others

From Zero Website Traffic to 10,000+ Monthly Views

Home Services · Gutter Cleaning · USA · Ongoing · Verified by BrightLocal, 5.0 rating

The problem. A gutter cleaning company started with zero traffic on a website that generated nothing. They needed the whole engine: search visibility, paid coverage while organic matured, content worth ranking, and analytics to prove what was working.

What we built. Site audit and keyword research building the target phrase set from real analysis. PPC managed on Google while organic rankings compounded. Blog content created, reviewed with the client, and published on a steady cadence. Google Analytics set up and managed, plus competitor reverse engineering.

Result	Detail
10K+	Monthly views, from a starting point of zero
CTR up	Click-through rates climbing steadily

5.0	Verified client rating across all categories
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The pattern across all nine

Every engagement runs the same system: match search intent first, fix the technical signals, cover the entities Google expects, route internal link equity to money pages, and measure against real data. The industries change. The discipline does not.