Portfolio

Case Study #1: from page 4 to page 1 in a few months for a brand-new website

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At a glance

In 16 months, I took a brand-new website **from page 4 to page 1 of Google**, with **9 times more clicks**.

CLICKS

×9

36 → 335

IMPRESSIONS

×22

787 → 17,666

AVERAGE POSITION

+21

34.2 → 13.5 (+21 spots)

Source: Google Search Console, first 3 months (June 4 to September 1, 2025) compared with the last 3 months (July 6 to October 3, 2026). Over the whole period (June 2025 to October 2026), **416 queries rank in Google's top 3**.

The context

The website is a French-language coaching platform focused on personal development and financial education. It offers courses on NLP, mindset and people's relationship with money.

Starting point

A brand-new website, with no history and no Google traffic.

Target markets

French-speaking Canada, France, Belgium and Switzerland.

My role

Head of SEO, GEO and content from day one, working solo.

The challenge

The main challenge was finding **the core topic** on which to build the site's authority.

01

A scattered theme

The site covered abundance, finance, psychology, NLP practice and personal development all at once.

02

Seed keywords hard to define

Without a clear core topic, there was no obvious starting point for keyword research.

03

Low search volumes

The niche's main keywords get few searches, so every position counts.

Step 1: semantic architecture

THE MOST IMPORTANT PHASE

It lays the foundation for all on-site SEO and gives the site its authority topic.

It relies on SMART goals (traffic, rankings, conversion) and defined target markets (Quebec, France, Belgium, Switzerland).

01 **Clustering map:** I mapped the site's themes to establish the topic its authority would rest on.

02 **Competitor analysis:** I analyzed the sites ranking on Google in Canada and internationally (coaches, trainers, course platforms).

03 **Keyword research:** I analyzed about ten seed keywords across the niche, from personal development to financial education, in the Canadian market.

04 **Pillars and satellites:** I organized the pages into two silos, financial education and personal transformation, each with its own pillar and satellite pages.

05 **Editorial calendar:** for each page, I set the target query, its volume, the search intent, the secondary keywords and the target persona.

Steps 2 to 4: content and linking

I handled the work end to end, from semantic architecture to monthly adjustments.

02

Content writing

Once the architecture was in place, pages and articles were written from Surfer SEO briefs, aligned with the brand archetype and its personas.

03

Internal linking

For each silo, I built a page-by-page map: which pages each one should link to, and which pages link back to it.

04

Ongoing re-optimization

I re-optimized the metadata, then reworked **23 pages** (angle matched to search intent, introduction, subheadings, linking) before requesting reindexing.

Steps 5–6: monitoring and next steps

05

Monthly audits and continuous adjustments

Every month, I audited the site (technical health, Core Web Vitals, file weight, redirects) and tracked its performance in Google Search Console and Semrush.

Through these audits, I fixed **36 errors**: broken links, missing alt attributes, duplicate H1s, titles that were too long.

06

Preparing the redesign

I delivered a new keyword mapping in **13 clusters** for the site's future positioning.

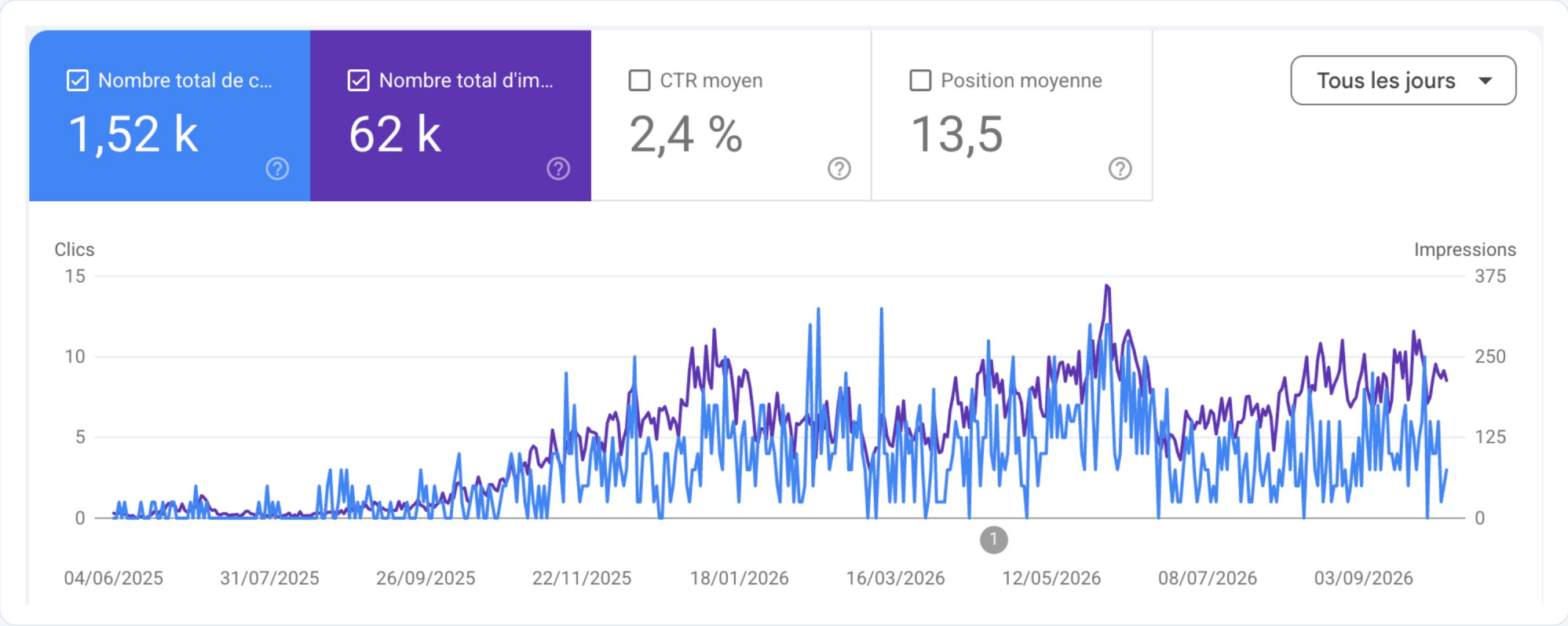
THE DECISIVE CHOICE

A psychological angle on people's relationship with money.

It connects both silos, gives the site a core topic and leads to the courses.

The 16-month curve

1.52K clicks · **62K impressions** · **average position 13.5** over the whole period.



The results

Traffic took off from **month 5**, then settled at around **150 clicks per month**.

The pages driving the site belong to the **financial silo**, built around the angle chosen at the start.

PAGE	CLICKS	AVG. POSITION
Financial silo pillar page	**580**	7.4
Homepage	**318**	5.5
Financial silo satellite page	**133**	25.3
Financial silo article	**76**	6.5
Personal transformation silo page	**64**	17.3

Top queries: the financial silo's main query at position **4.9**, and a key query in the personal transformation silo at position **5.5**.

What this case shows

A solid architecture set up from launch delivers lasting results, even after the engagement ends.

Page 1

Starting from zero is no obstacle

When the site structure is planned before the content.

38%

One good angle beats many pages

A single pillar page generated 38% of the site's clicks.

147

Results hold over time

The engagement ended in July 2026, and the site still earned 147 clicks in September.

Launching a website, or ready to finally see it take off on Google and in AI answers?

Let's talk:

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