

Tab 8: Case Study Template					
Case Study Element	Details	Example	Status		
Client/Project Name	Company name or anonymized	"E-commerce Fashion Retailer"	<input type="checkbox"/>		
Industry	Business sector	E-commerce, B2B SaaS, Local Business	<input type="checkbox"/>		
Challenge	Specific SEO problem	60% traffic drop after algorithm update	<input type="checkbox"/>		
Initial Metrics	Baseline performance data	50K monthly visitors, Position 15 for main keyword	<input type="checkbox"/>		
Strategy Overview	High-level approach	Technical audit + content optimization + link buildir	<input type="checkbox"/>		
Tactics Implemented	Specific actions taken	Fixed Core Web Vitals, rewrote 25 product pages, a	<input type="checkbox"/>		
Timeline	Project duration	6 months implementation	<input type="checkbox"/>		
Results Metrics	Quantified outcomes	150% traffic increase, Position 3 for main keyword,	<input type="checkbox"/>		
Tools Used	SEO tools utilized	Screaming Frog, SEMrush, Google Analytics 4	<input type="checkbox"/>		
Key Learnings	Insights gained	Mobile optimization had biggest impact	<input type="checkbox"/>		
Client Testimonial	Quote from client	"SEO strategy exceeded our expectations..."	<input type="checkbox"/>		
Visual Assets	Charts, screenshots	Before/after traffic graphs, ranking improvements	<input type="checkbox"/>		