

Case Study

From broad keyword ideas to a focused service-page strategy.

Portfolio Website SEO & Service Positioning

Self-directed SEO research project • Dane Christensen

danesportfolio.com



keyword research consultant

search intent • SERP fit • service fit • clustering

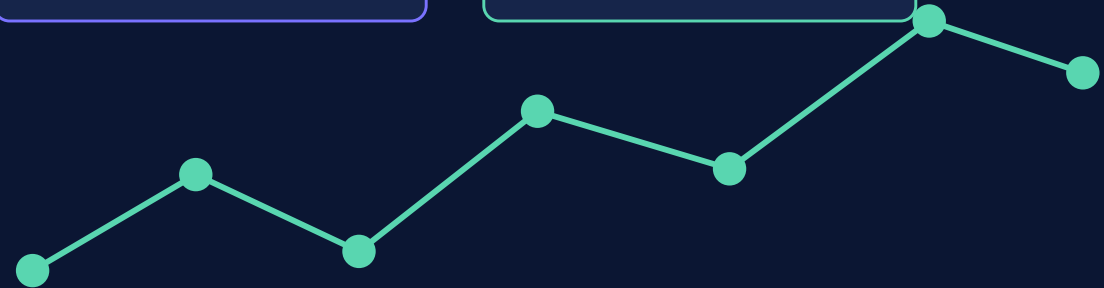
GO

Intent

SERP

Clustering

Mapping



A real portfolio used as the research subject

The goal was to use keyword research to improve the site's SEO and clarify the strongest freelance search opportunity.

THE CHALLENGE

My website serves two audiences: employers and potential freelance clients.

The research focused on finding client-facing search opportunities while keeping the site positioned broadly around SEO, analytics, and digital marketing.

keyword evaluation worksheet

	Keyword	Seed Topic	Volume	KD	Search Intent	Business Relevance	SERP Competition	Notes	Decision
1	SEO Help	SEO	>1000	Easy	Informational	Low	High		Exclude
2	SEO Consultant	SEO	>10000	Medium	Informational/Transactional	High	Medium	The only search	Secondary Candidate
4	Search Engine Optimization	SEO	>10000	Easy	Informational	Low	Medium		Exclude
6	SEO Analyst	SEO	>100	Easy	Informational/Transactional	Medium	High	Transactional bu	Exclude
7	Digital Marketer	General	>1000	Easy	Informational	Low	Medium		Exclude
8	Keyword Research	Keyword research	100k	Easy	Informational	low	Medium		Exclude
9	Keyword Research	Keyword research	>100	Hard	Transactional	Low	Medium	Dominated by cc	Exclude
10	Keyword Optimization	Keyword research	>1000	Hard	Informational	Low	High		Exclude
11	Seo keyword research	Keyword research	>1000	Easy	Informational	Low	Medium		Exclude
12	Keyword research seo	Keyword research	>1000	Easy	Informational	Low	Medium		Exclude
13	How to do keyword research	Keyword research	>1000	Easy	Informational	Low	Medium		Exclude
14	search engine optimization services	SEO	>10000	Easy	Transactional	High	Low	Low competition	Primary Candidate
15	search engine optimization companies	SEO	>1000	Easy	Transactional	Low	Low	If my business w	Exclude
16	local search engine optimization	SEO	>1000	Easy	Informational	Low	High		Exclude
17	freelance seo consultant	SEO	>1000	Easy	Transactional	High	High	This is definitely	Later opportunity
18	freelance seo specialist	SEO	>1000	Easy	Transactional	High	High	Same issue as fi	Later opportunity
19	freelance seo services	SEO	>1000	Easy	Transactional	High	High	Same issue as fi	Later opportunity
20	seo consultant services	SEO	>1000	Easy	Transactional	High	Medium	A mix of "top cor	Secondary Candidate

1

new service page recommended

0

clicks at baseline

4

Search Console impressions

2

audiences to balance

Role & Objective

A self-directed SEO project focused on search visibility, service positioning, and actionable recommendations.

Role

Keyword Researcher / SEO Strategist

- Expanded seed topics and collected keyword metrics
- Classified intent and assessed business relevance
- Reviewed SERPs manually and clustered by page overlap
- Mapped keywords to pages and built on-page recommendations

Objective

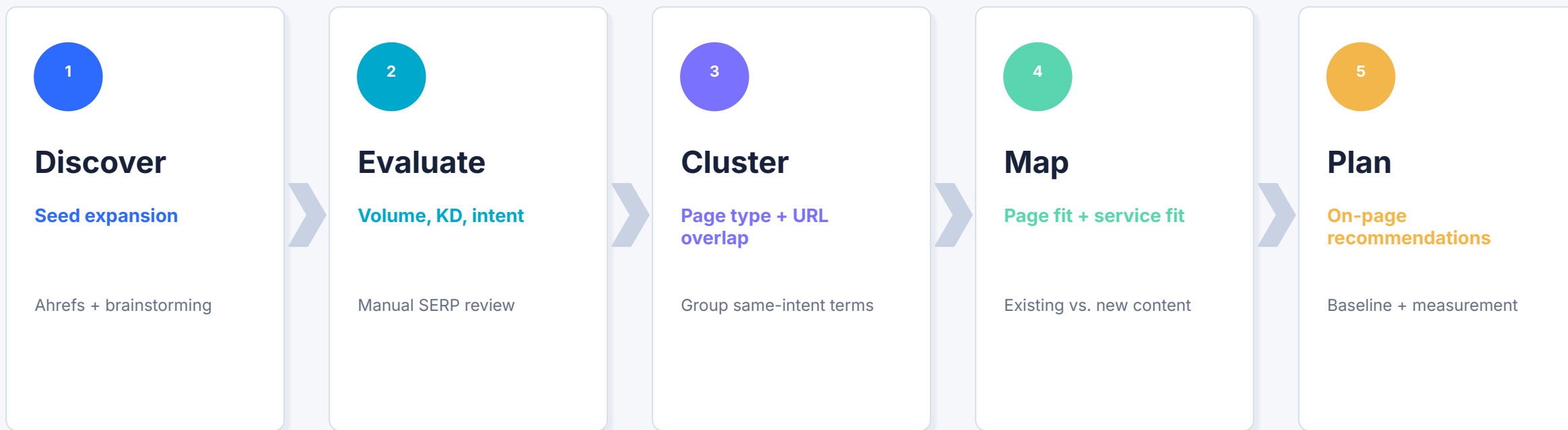
Identify search opportunities that could attract freelance clients, prioritize the strongest keyword-to-page strategy, and preserve broader long-term positioning around SEO and analytical marketing.

TOOLS

Google Search Console • Ahrefs free tools • Manual Google SERPs • Semrush free tier • Excel

Approach

A five-stage workflow separated data collection from human judgment.



Decision principle

High volume was never enough. Every recommendation had to survive intent, SERP fit, business relevance, and service fit.

Keyword Evaluation

Filtering for useful traffic, not just attractive metrics.

DESCRIPTION

Built a working keyword sheet to compare broad SEO, consultant, and keyword-research terms across multiple criteria.

GOAL

Separate high-volume noise from searches that could plausibly lead to a freelance client.

KEY INSIGHTS

- High-volume terms were often informational and low value.
- Some commercial terms were less aligned with the final service positioning.
- Volume and KD were inputs, not the final answer.

project evidence

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SKILL SIGNAL Volume/KD screening • intent classification • business relevance • manual competition

REFLECTION

The quality of the searcher mattered more than the size of the traffic opportunity.

SERP Analysis & Clustering

Letting Google's result patterns define the topic boundaries.

DESCRIPTION

Compared dominant page types and exact ranking URLs to decide which keywords represented the same underlying search intent.

GOAL

Group terms one page could satisfy while avoiding unnecessary competing pages.

KEY INSIGHTS

- Similar wording did not always mean the same intent.
- Exact URL overlap was stronger evidence than keyword similarity.
- Recurring Reddit results were noted, but not treated as proof of identical intent.

project evidence

1	Keyword	Dominant Page Type	Top Ranking URLs	Cluster	Role
2	freelance SEO consultant	Freelance Marketplace	https://www.upwork.com/hire/seo-experts/ https://www.reddit.com/r/SEO/comments/1o0crg2/people_who_work_as_independent_seo_consultant_how/ https://www.fiverr.com/categories/online-marketing/seo-services https://www.toptal.com/marketing/seo https://www.b2belevation.com/best-freelance-seo-consultants/	A (Freelance Services)	
3	freelance seo specialist	Freelance Marketplace	https://www.upwork.com/hire/seo-experts/ https://www.reddit.com/r/SEO/comments/1ibco6e/when_hiring_seo_freelancers_what_are_the_best/ https://www.fiverr.com/categories/online-marketing/seo-services https://seo2.onreact.com/freelance-seo https://www.indeed.com/q-freelance-seo-jobs.html?jk=41de722255816344	A (Freelance Services)	
4	freelance seo services	Freelance Marketplace	https://www.upwork.com/hire/seo-experts/ https://www.reddit.com/r/SEO/comments/1ku7hho/what_are_good_freelance_platforms_for_selling_seo/ https://www.fiverr.com/categories/online-marketing/seo-services https://www.freelancer.com/freelancers/skills/seo https://www.toptal.com/marketing/seo	A (Freelance Services)	Primary - The cl
5	seo consultant services	Individual Consultatant Service Pages	https://www.coursera.org/articles/seo-consultant https://www.reddit.com/r/SEO/comments/1bi0myc/where_can_i_find_a_good_seo_consultant/ https://www.bruceclay.com/seo/seo_consulting/ https://www.ericsschwartzman.com/seo-consultant/ https://neilpatel.com/blog/what-is-an-seo-consultant/	B (Consultant Services)	
6	SEO Consultant	Individual Consultatant Service Pages	https://www.coursera.org/articles/seo-consultant https://www.reddit.com/r/SEO/comments/1bi0myc/where_can_i_find_a_good_seo_consultant/ https://www.bruceclay.com/seo/seo_consulting/ https://www.ericsschwartzman.com/seo-consultant/ https://neilpatel.com/blog/what-is-an-seo-consultant/	B (Consultant Services)	Primary - Both t
7	website seo consultant	Individual Consultatant Service Pages	https://www.bruceclay.com/seo/seo_consulting/ https://www.coursera.org/articles/seo-consultant https://www.reddit.com/r/seogrowth/comments/162gs7s/where_to_find_reliable_and_affordable_seo_expert/ https://www.upwork.com/hire/seo-experts/ https://firstpagesage.com/seo-blog/best-seo-consultants/	B (Consultant Services)	
8	seo consultant near me	Local Consultant Marketplace	https://www.yelp.com/search?find_desc=Seo+Company&find_loc=Wilmington%2C+DE https://agencies.semrush.com/list/local-seo/delaware/ https://www.adamgingery.com/marketing/seo/ https://astoundz.com/delaware/ https://www.reddit.com/r/seogrowth/comments/162gs7s/where_to_find_reliable_and_affordable_seo_expert/	C (Local Companies/Ser vices)	
9	seo services near me	Local SEO Company Marketplace	https://www.yelp.com/search?find_desc=Seo+Company&find_loc=Wilmington%2C+DE https://agencies.semrush.com/list/local-seo/delaware/ https://www.technogoober.com/services/web-development/seo/ https://www.zoniclic.com/services/delaware/digital-marketing https://www.designrush.com/agency/search-engine-optimization/delaware	C (Local Companies/Ser vices)	Primary - I really
10	local seo services	Local SEO Company Marketplace	https://agencies.semrush.com/list/local-seo/delaware/ https://www.logicalposition.com/local-seo https://delawaredigital.net/services/seo https://thriveagency.com/news/best-local-seo-companies/ https://www.reddit.com/r/localseo/comments/1w5xvvl/which_is_the_best_local_seo_agency_right_now/	C (Local Companies/Ser vices)	

SKILL SIGNAL SERP review • page-type analysis • overlap checks • intent-based clustering

REFLECTION The SERP became the tie-breaker whenever wording alone was ambiguous.

Keyword Mapping & Strategic Pivot

A good keyword can still be the wrong keyword for the business.

keyword mapping worksheet

1	Cluster	Primary Keyword	Secondary Keywords	Existing Candidate	New Page Needed?	Reasoning	Service Fit
2	A	freelance seo services	freelance SEO consultant freelance seo specialist	None	Maybe	There's no page M	
3	B	SEO Consultant	seo consultant services website seo consultant	Homepage	Maybe	Services defintel L	
4	C	Seo Services Near Me	seo consultant near me local seo services seo help near me	None	Maybe	No page dedicat M	
5	D	Search Engine Optimization Services	N/A	None	Maybe	No page dedicat L	
6	E	Small Business Seo Services	N/A	None	Maybe	No page dedicat L	

WHAT THE MAPPING EXPOSED

- Broad SEO clusters looked commercially attractive.
- Several broad SEO clusters were less aligned with the focused freelance offer.
- The homepage needed to remain broad for SEO + analytics career goals.

REJECTED POSITIONING

Broad SEO services

Strong metrics, but broader than the service positioning selected for this project.



RECOMMENDED POSITIONING

Keyword research consulting

A clear freelance offer that complements broader SEO and analytics positioning.

On-Page Recommendation

Turning the research into a service-page brief.

PRIMARY TARGET

keyword research consultant

Transactional intent • High business relevance • Individual consultant/service pages appeared in the SERP.

PAGE STRATEGY

- Title: Keyword Research Consulting Services | Dane Christensen
- H1: Keyword Research for Smarter SEO Decisions
- Four sections: benefits, deliverables, process, credibility
- Internal links: Home → Service; Service → Portfolio + Contact

SEARCH PREVIEW

danesportfolio.com > keyword-research-consulting

Keyword Research Consulting Services | Dane Christensen

Focused keyword research to identify relevant search opportunities, understand intent, and make smarter SEO decisions.

on-page recommendations

1	Date Range	Query	Clicks	Impressions	CTR	Avg. Position	Notes		
2	10/6/2026	dane christensen	0	2	0	22			
3	10/6/2026	daniel christensen blog	0	1	0	86			
4									
5	Baseline total: 0 clicks, 4 impressions. Search Console recently began collecting data, so the baseline is too small for meaningful performance conclusion								
6	Date	Page	Clicks	Impressions					
7	10/6/2026	Home	0	2					
8	10/6/2026	Portfolio	0	2					

Baseline & Measurement Plan

Document what exists before implementation, even with limited early data.

0

clicks recorded

4

total impressions

0

new page baseline

Baseline note

Search Console had just started collecting data.

Google Search Console: Queries

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DAYS
Top queries				↓ Clicks	Impressions
dane christensen				0	2
daniel christensen blog				0	1

Rows per page: 10 1-2 of 2

Google Search Console: Pages

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DAYS
Top pages				↓ Clicks	Impressions
https://danesportfolio.com/				0	2
https://danesportfolio.com/portfolio/				0	2

Rows per page: 10 1-2 of 2

Success signals Indexed page → relevant impressions → better average positions → organic clicks → qualified inquiries

Challenges & Solutions

Four constraints shaped the research and the way I interpreted it.

Two audiences

Employers + freelance clients

RESPONSE

Focused one audience at a time during keyword evaluation

Free-tool limits

Sparse local data + query caps

RESPONSE

Combined Ahrefs/Semrush with manual SERP review

Mixed-intent SERPs

Reddit and different page types appeared repeatedly

RESPONSE

Used exact-page overlap + dominant page type

Portfolio positioning

Broad SEO terms pointed toward full-service SEO rather than the focused offer selected here

RESPONSE

Added service fit before recommending content

Key Learnings & Next Steps

The research produced a strategy and a framework I can reuse on client work.

01

High volume ≠ high value

Traffic only matters when the searcher matches the business goal.

02

The SERP can overturn the spreadsheet

Intent and page type often mattered more than KD alone.

03

Service fit is a real SEO constraint

A keyword is not a recommendation until it aligns with the business offer and user intent.

NEXT STEPS



Publish

service page



Index

request in GSC



Monitor

queries + pages



Reassess

30–60 days



Use

as portfolio proof

Good keyword research is less about finding the biggest number, and more about finding the right fit.

This project moved from broad keyword collection to a defensible service-page strategy by combining data, SERP evidence, and business constraints.

Research keyword evaluation + intent

Strategy clustering + mapping

Implementation on-page brief + baseline

Dane Christensen

Keyword Research • SEO • Analytics

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