

SEO portfolio

Documented cases, results in context.

More than 4 years of experience and 200 projects, as declared by Asmae. Selected work in organic search and AI visibility monitoring. Business descriptions and project involvement are supplied by Asmae. Numerical results are read from screenshots in the source portfolio.

READING THE EVIDENCE

- Original screenshots are retained, including their French labels. Some excerpts are cropped to keep the query, values and result readable.
- A reporting window does not establish assignment dates. Missing years remain unspecified.
- Values displayed in k are rounded. Cumulative totals are not growth rates, and average position does not measure traffic.
- Search results and AI mentions are historical observations. This portfolio does not validate current rankings or isolate the causal effect of SEO work.

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Focus Corporation

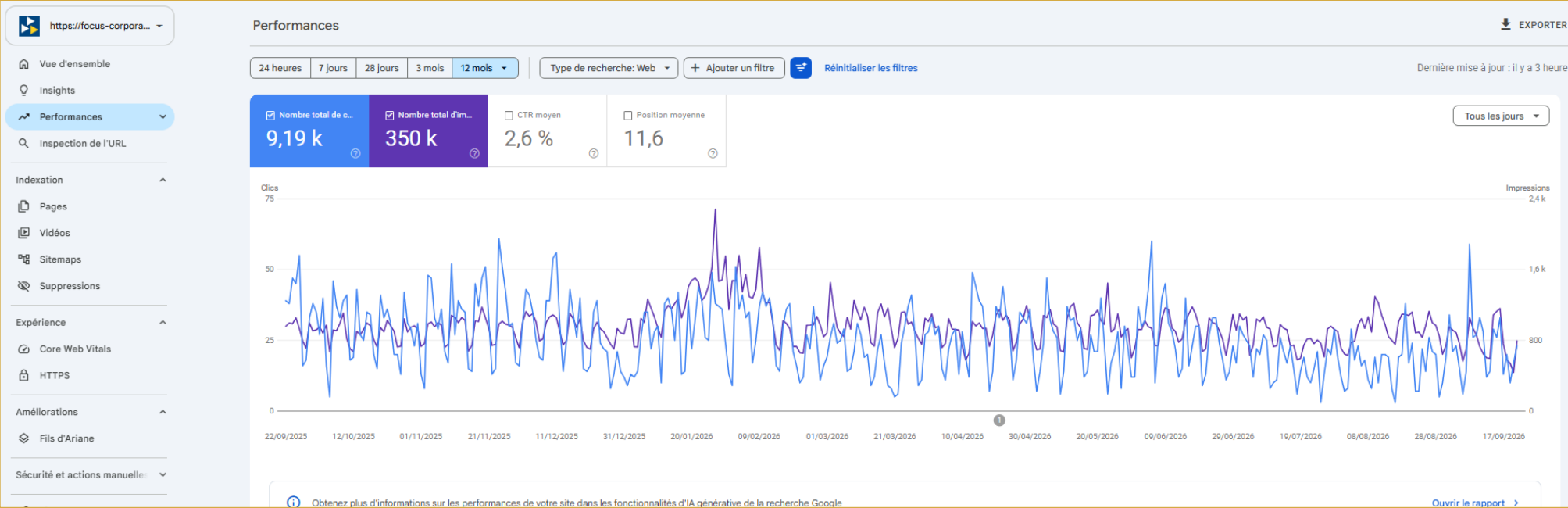
Tunisia - corporate website - 2025 / 2026 reports

The supplied Search Console screenshots document two different reporting windows, without a before/after comparison.

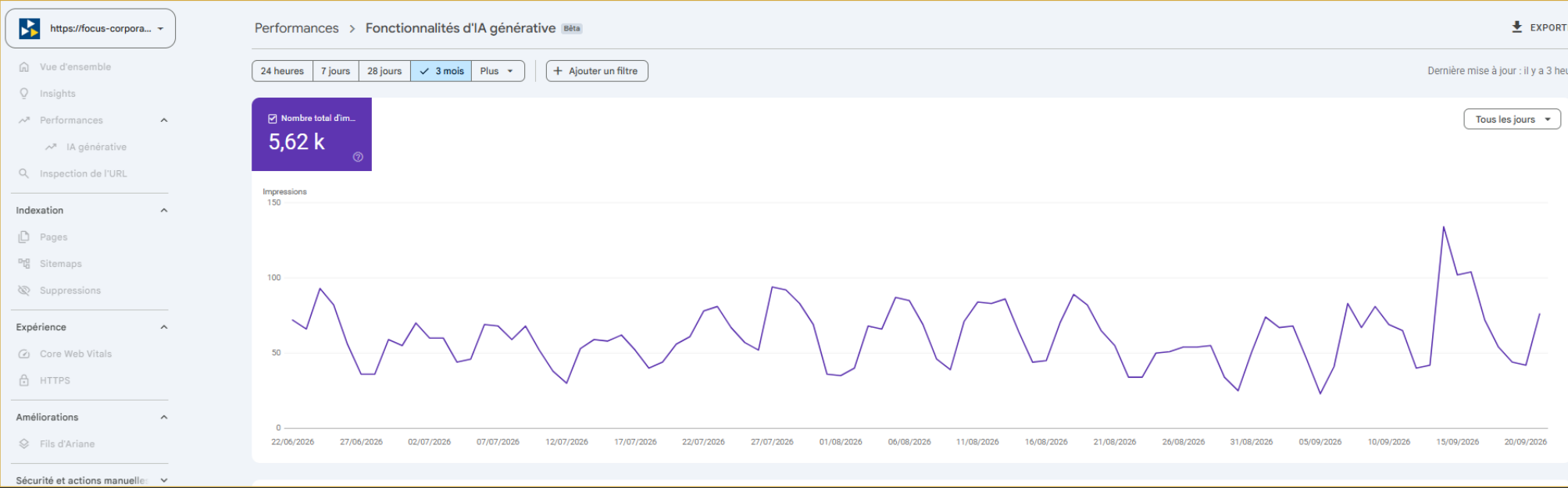
- 12-month view, axis September 2025 to September 2026: about 9,190 clicks and 350,000 cumulative impressions.
- Average CTR 2.6%; average position 11.6 in the same view.
- 3-month generative AI report, June to September 2026: about 5,620 impressions.

AI impressions are included in Web data and are not added to the 350,000 impressions. No zero baseline is established.

Source: supplied portfolio, page 14-15.



Google Search Console - 12-month view - September 2025 / September 2026



Google Search Console - generative AI - 3 months - June / September 2026

The screenshot compares positions on 5 March and 28 July. Some keywords already had rankings at the start.

- "chambre froide cote d'ivoire": position 54 to 22.
- Newly displayed positions: "fabrique de glace cote d'ivoire" at 5 and "machine a glace cote d ivoire" at 9.
- Other variants are at positions 11 and 14, outside the top 10. "tunnel de congelation cote d'ivoire" moves from 1 to 2.

Year not shown. Positions 11 to 14 are not presented as top-10 results.

Source: supplied portfolio, page 8.

☐ Mot clé	Intention	FS	KD %	+ + Votre trafic pot.	+ + Votre croissance pot.	Pos. 5 mars	Pos. 28 juil.	Diff.
> ☐ tunnel de congelation cote d'ivoire	I	16 4	8	0	0	1	2	↓1
> ☐ fabrique de glace cote d'ivoire	I	16 4	12	0	0	—	5	nouveau
> ☐ machine a glace cote d ivoire	I	16 3	11	0	0	—	9	nouveau
> ☐ machine glace cote d ivoire	I C	16 3	12	0	0	—	11	nouveau
> ☐ machine glace cote d'ivoire	I C	16 3	12	0	0	—	11	nouveau
> ☐ machine a glace cote d'ivoire	I	16 3	11	0	0	—	14	nouveau
> ☐ chambre froide cote d'ivoire	I C	16 3	5	0	0	54	22	↑32

Original table - 5 March / 28 July

Landor Group

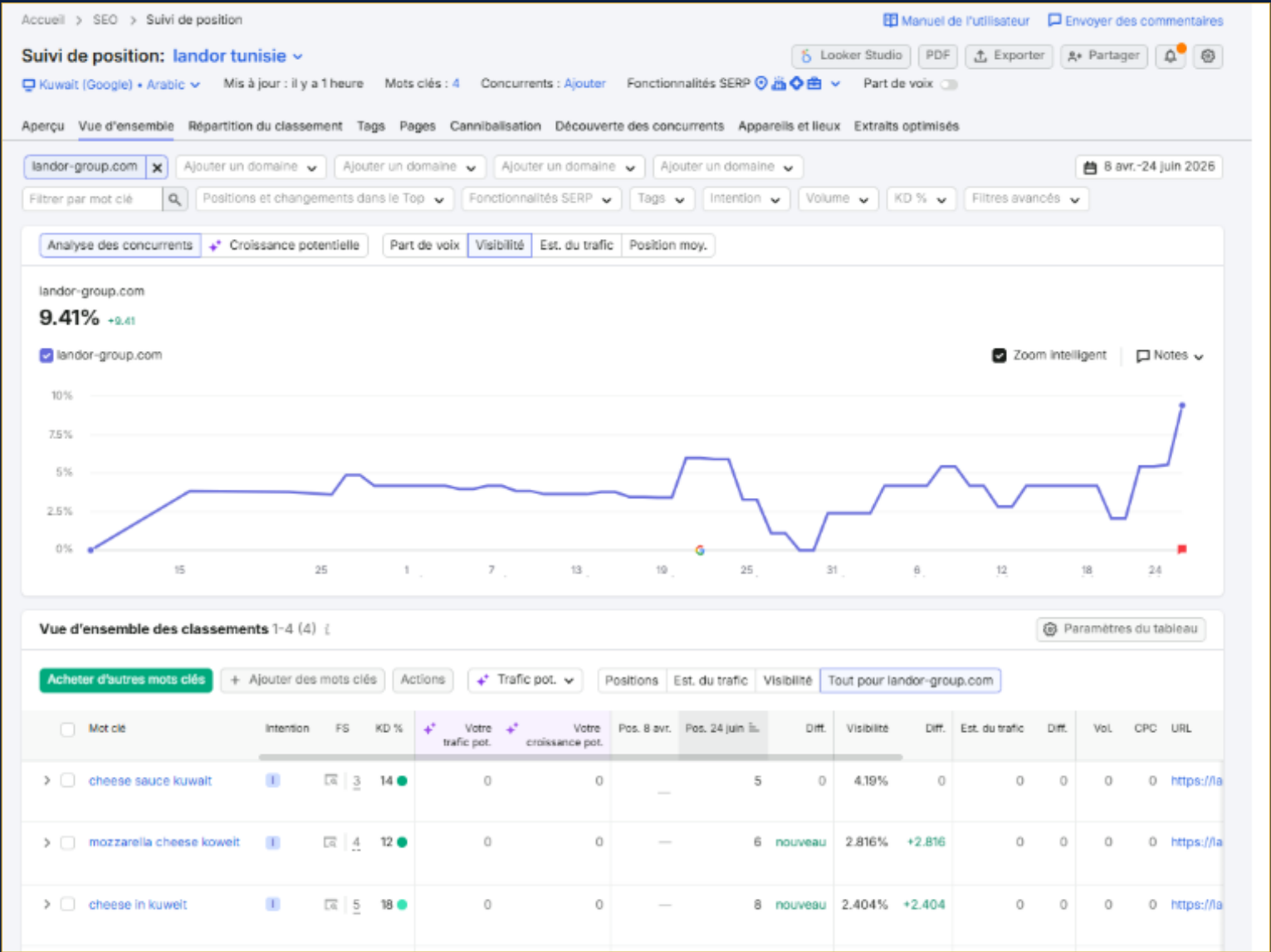
Cheese products - Kuwait tracking and site report

Cheese-product brand according to Asmae; the displayed property is landor-group.com. Client identity is limited to this context.

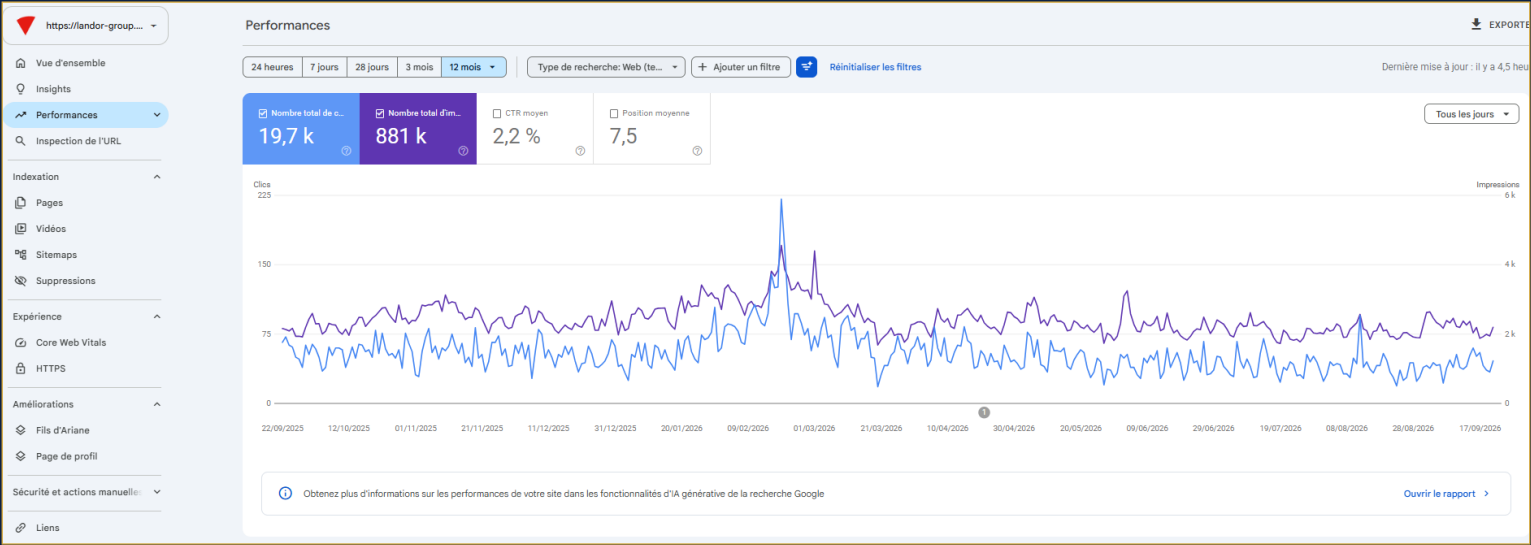
- Kuwait (Google, Arabic setting), 8 April - 24 June 2026: tracked visibility from 0% to 9.41%, a 9.41 percentage-point change.
- On 24 June: "cheese sauce kuwait" at position 5, "mozzarella cheese koweit" at 6 and "cheese in kuwait" at 8.
- 12-month Search Console view, September 2025 to September 2026: about 19,700 clicks, 881,000 impressions, CTR 2.2%, average position 7.5.

Visibility of the tracked set, rather than traffic growth. Search Console totals are not broken down by country in the screenshot.

Source: supplied portfolio, page 16.



Google position tracking - Kuwait - 8 April / 24 June 2026



Google Search Console - 12-month view - September 2025 / September 2026

Landor Group - Qatar

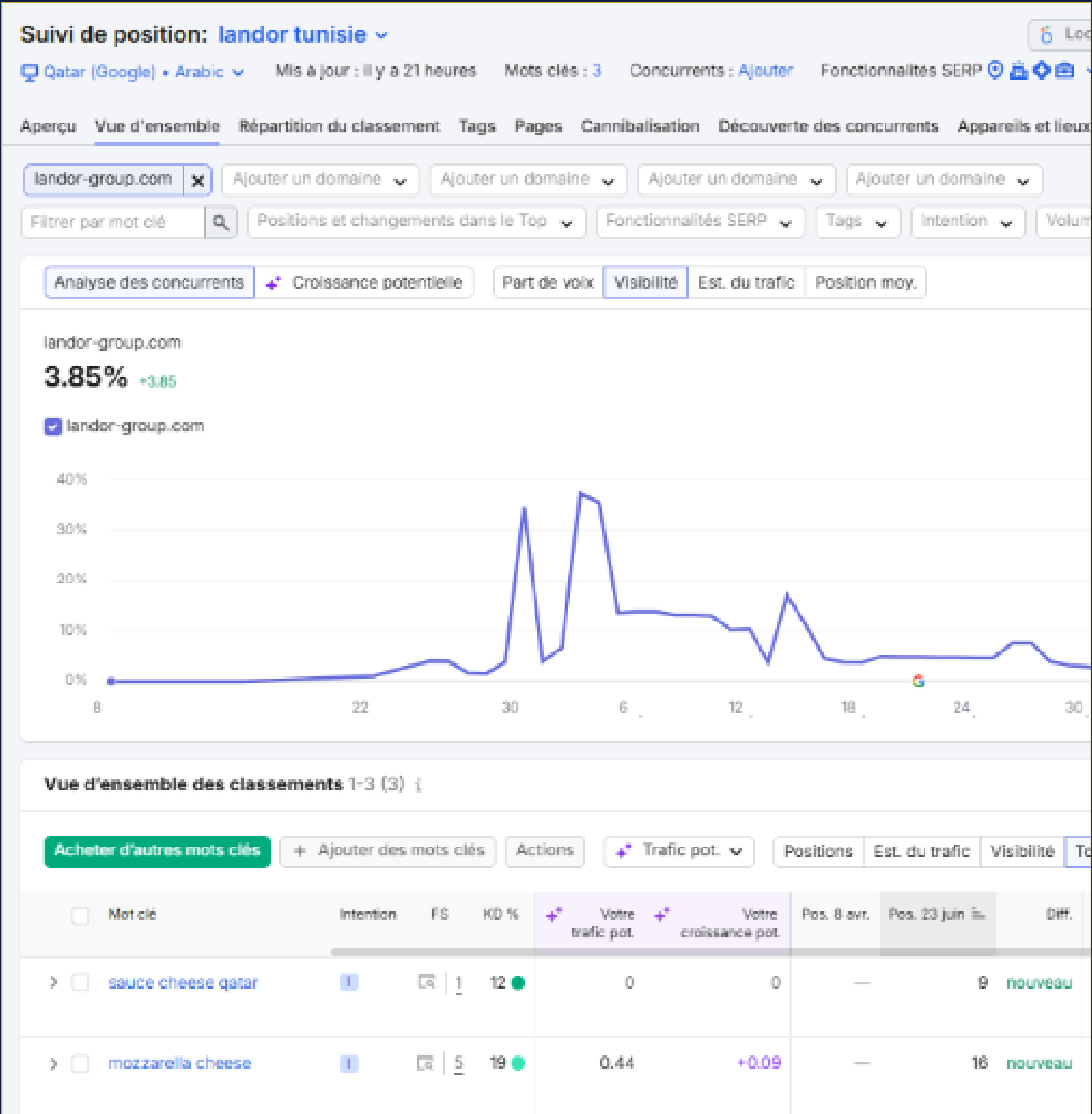
Cheese products - Qatar position tracking

The table is for Qatar (Google), with the Arabic setting. The visible comparison is 8 April to 23 June; this excerpt does not display the year.

- Final tracked visibility 3.85%, compared with 0% at the start: a 3.85 percentage-point difference.
- "sauce cheese qatar" is shown at position 9; "mozzarella cheese" at position 16, outside the top 10.

The tracked keyword set is small. This tracking visibility is not a measure of overall brand awareness.

Source: supplied portfolio, page 16.



Original table - Qatar - 8 April / 23 June; year not shown

Seti International

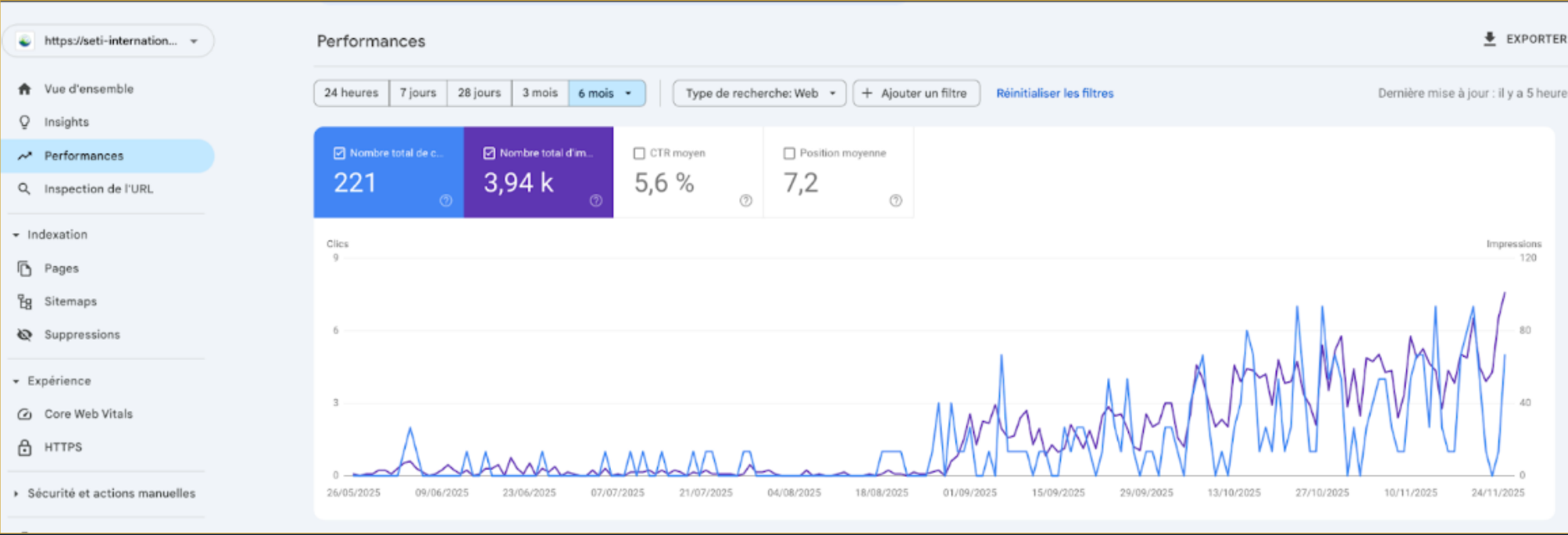
Tunisia - cloud and IT infrastructure

The supplied Search Console report shows a 6-month view, with an axis spanning May to November 2025.

- 221 clicks and about 3,940 cumulative impressions; average CTR 5.6% and average position 7.2.
- The chart shows more activity late in the period; no growth multiplier is calculated.

Period totals, rather than an increase of 221 clicks. The report does not establish assignment dates.

Source: supplied portfolio, page 7.



Google Search Console - 6-month view - May / November 2025

☐	Mot clé	Intention	FS	KD %	Pos. 14 oct.
> ☐	cloud disaster recovery tunisie	I	2	12	12
> ☐	it infrastructures tunisie	I	5	23	55
> ☐	solutions cloud tunisie	C	5	20	68
> ☐	cloud tunisie	I C	2	20	76
> ☐	fournisseur cloud tunisie	I C	3	16	78
> ☐	modernisation datacenter tunisie	I C	4	9	86
> ☐	cloud backup tunisie	I	3	9	—

Separate cloud tracker - positions on 14 October; year not shown

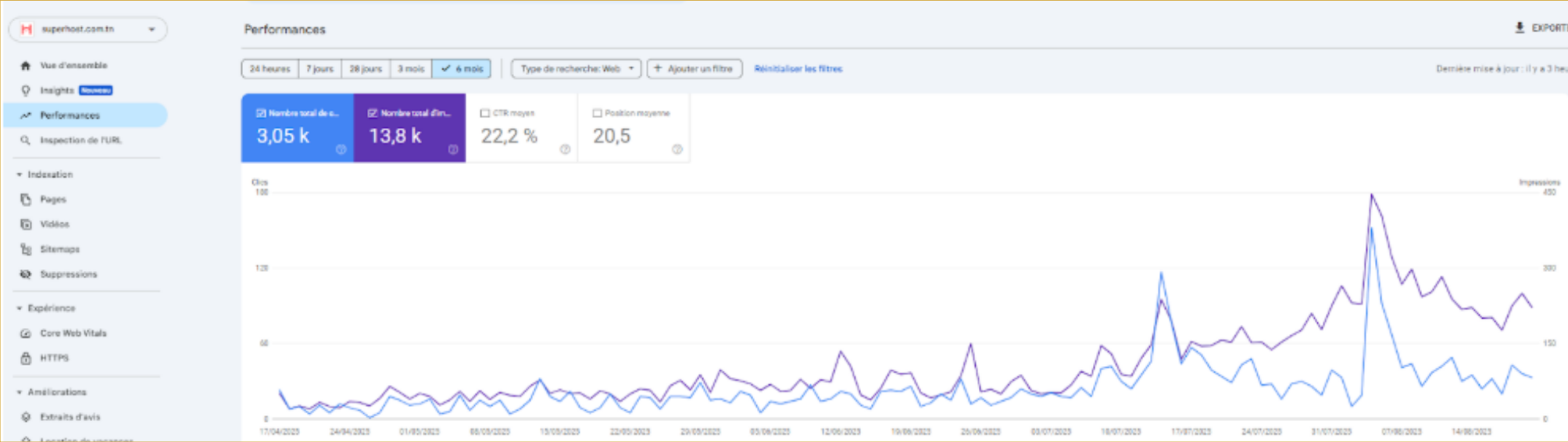
Tunisia - villa and guesthouse rentals

6-month Search Console view for superhost.com.tn. The visible axis spans April to October 2025.

- About 3,050 clicks and 13,800 cumulative impressions in the displayed period.
- Average CTR 22.2%; average position 20.5.

Values shown in k are rounded. These totals alone do not establish growth or increased bookings.

Source: supplied portfolio, page 7.



Google Search Console - 6-month view - April / October 2025

Switzerland - stated German-speaking target audience

Olive-wood and tableware shop, as described in the portfolio. The visible keywords are in German.

- From 20 May to 16 August, "schachbrett olivenholz" moves from no displayed position to 1.
- "teppich set" is shown at position 2 and "olivenholz bretter" at position 3 on 16 August.

Year and geographic tracking setting are not visible. "keramik geschirr" still has no displayed position.

Source: supplied portfolio, page 5.

☐ Mot clé	Intention	FS	KD %	Votre trafic pot.	Votre croissance pot.	Pos. 20 mai	Pos. 16 août
> ☐ schachbrett olivenholz	I	2	19	0.12	0	—	1
> ☐ teppich set	I	2	15	0	0	—	2
> ☐ olivenholz bretter	C	3	15	0	0	—	3
> ☐ olivenholz küchenutensilien	I	3	13	0.01	0	—	8
> ☐ olivenholz kaufen schweiz	T	3	3	0.01	+0.01	—	11
> ☐ olivenholz kaufen	T	4	3	0.01	0	—	13
> ☐ olivenholz produkte	I	5	0	0.01	0	—	17
> ☐ olivenholz salatschüssel	I	4	11	0	0	—	30
> ☐ olivenholz schneidebrett	I	4	5	0	0	—	38
> ☐ strand tuch	I C	4	13	0.04	+0.01	—	53
> ☐ keramik geschirr	C	3	11	0	0	—	—
> ☐ teller	I	3	18	0.01	+0.01	—	—

German keywords - 20 May / 16 August

Tunisia - trade and exports to Africa

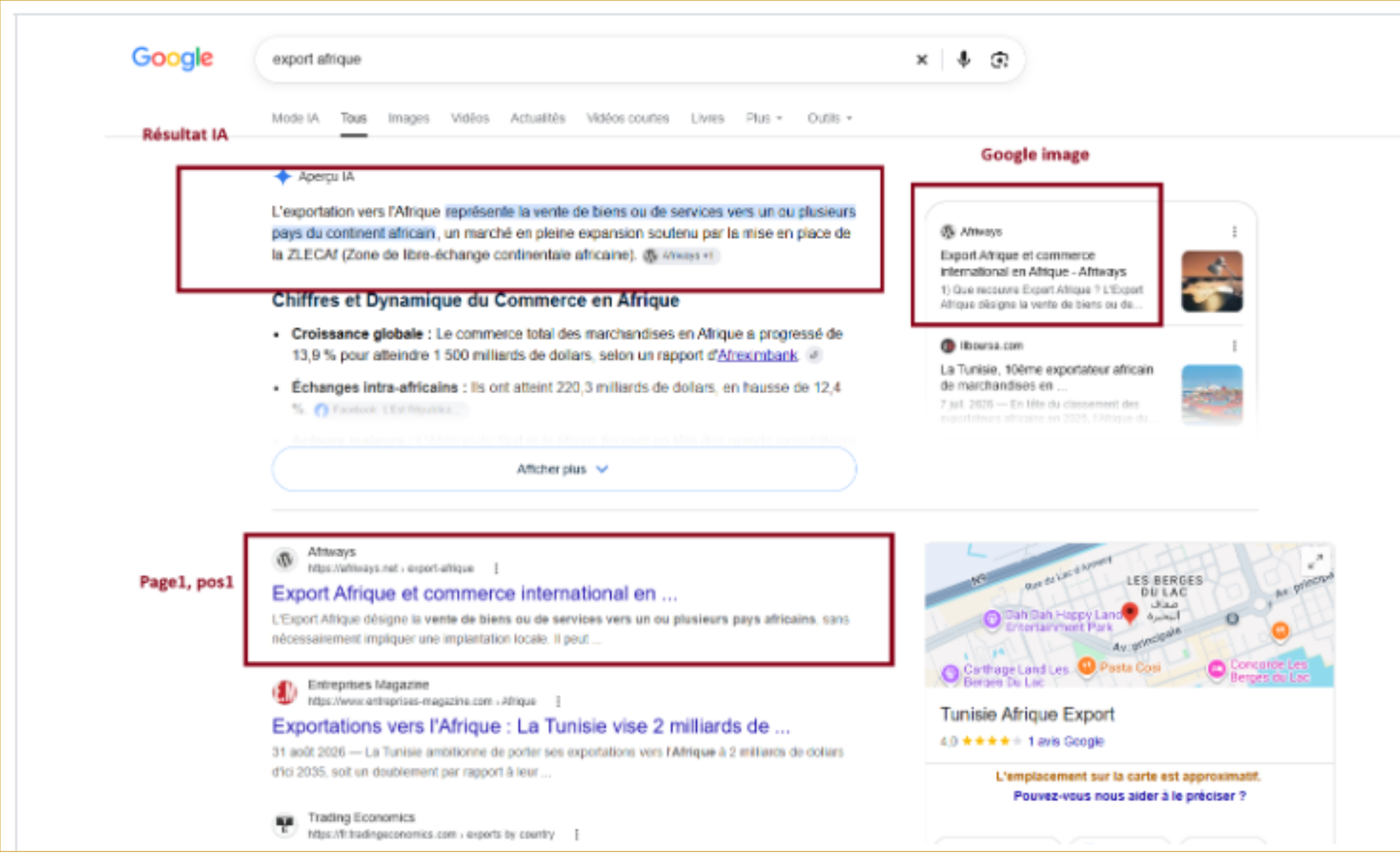
The supplied "export afrique" search shows Afriways in Google's AI Overview and as the first visible organic result.

- The Google Search Console "Generative AI features" report displays 600 impressions in a 3-month view, June to September 2026.

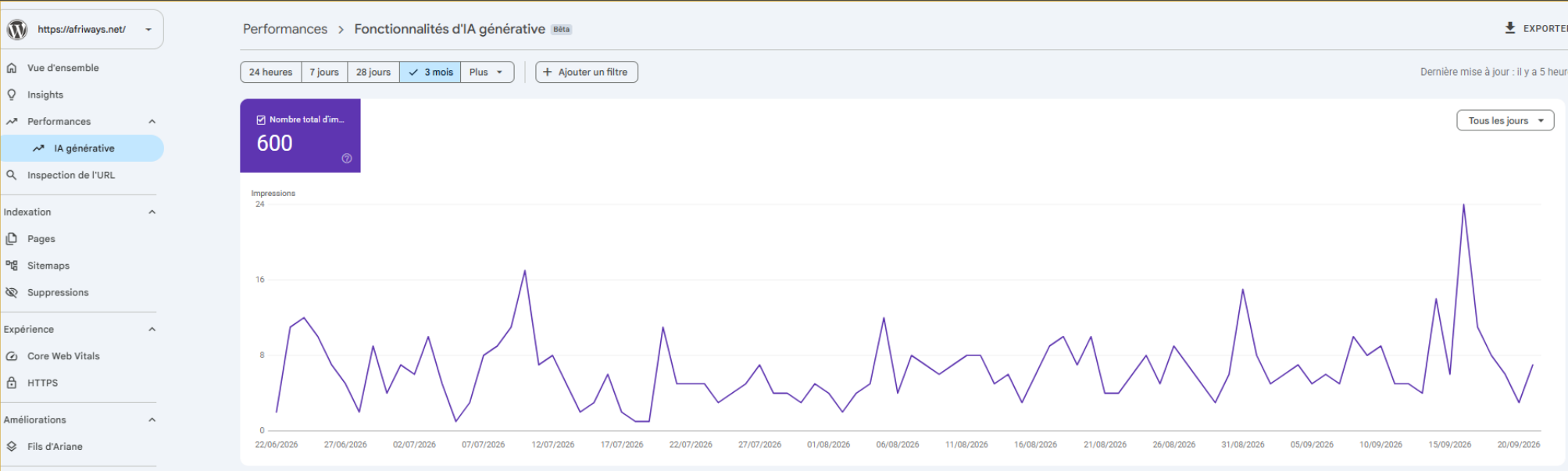
- These are cumulative report impressions, rather than clicks or a ChatGPT-specific metric.

Search screenshot undated. Historical observation, with no guarantee that ranking or AI inclusion persists.

Source: supplied portfolio, page 10.



Google - "export afrique" - undated search screenshot



Google Search Console - generative AI - 3 months - June / September 2026