



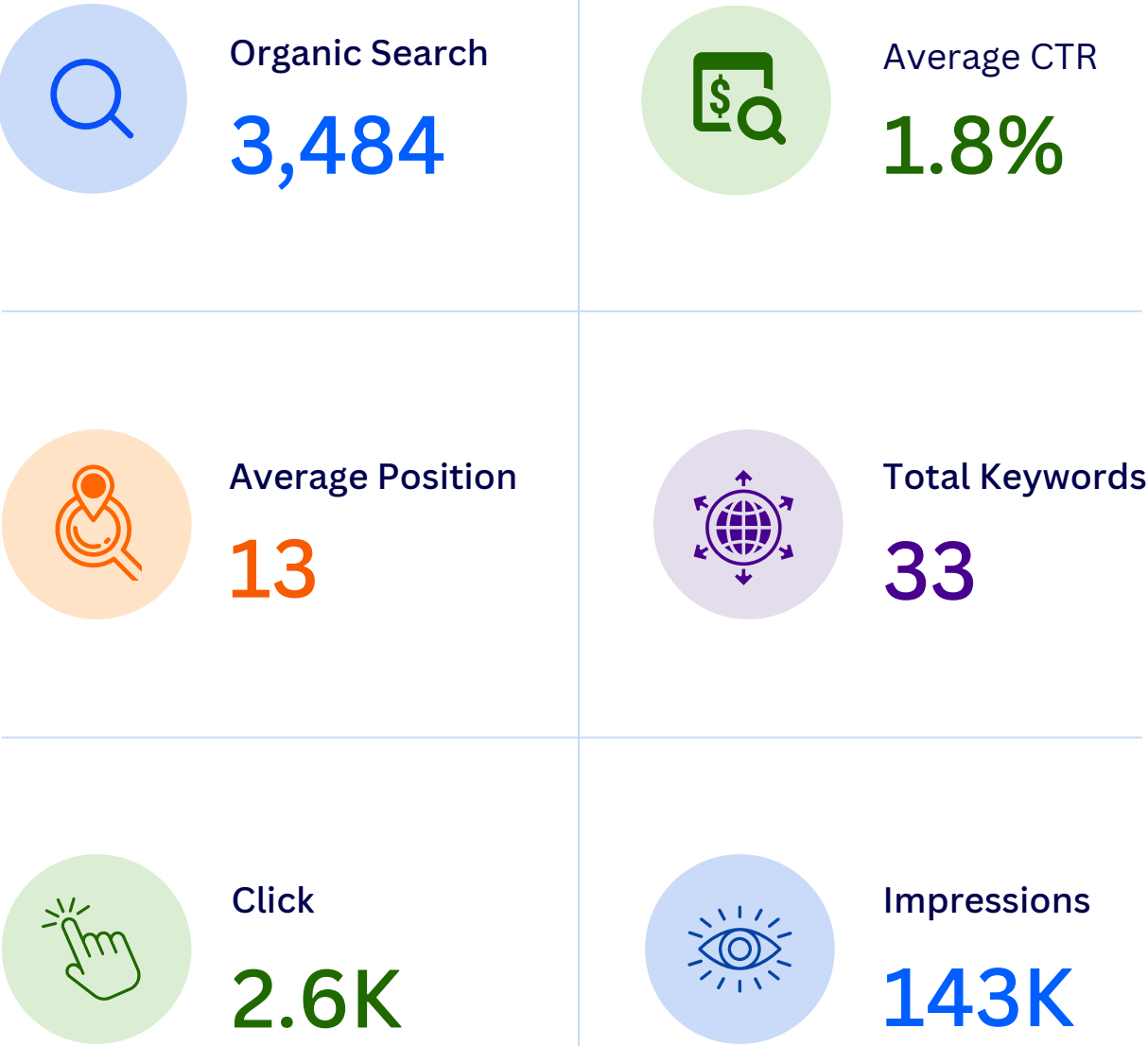
SEO Portfolio for VanFitouts

LAST 6 MONTHS

Executed a comprehensive SEO strategy to improve organic visibility, keyword rankings, and traffic for a diesel engine supplier.



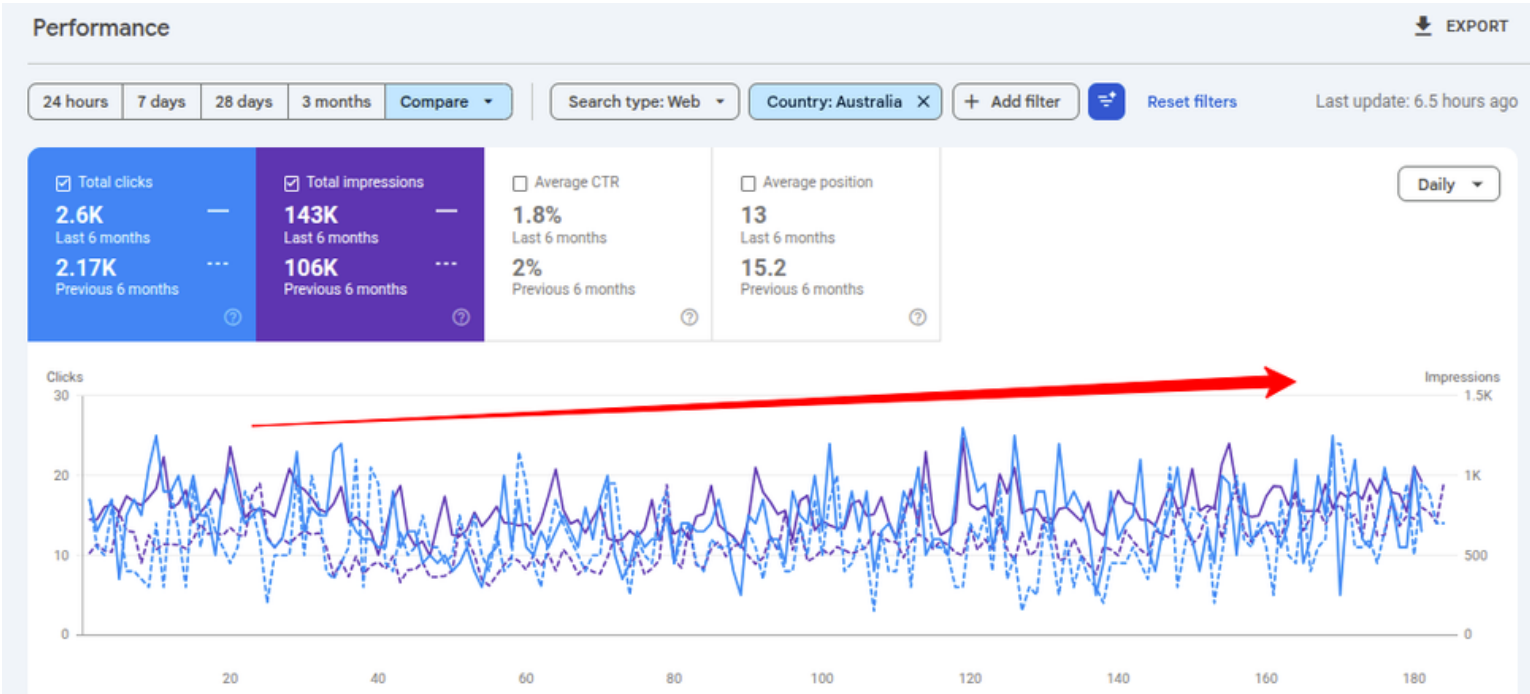
SEO Performance Overview



Organic Traffic

- **4304** total website visitors were recorded during the reporting period.
- **3484 visitors** came through Organic Search (Australia), making it the primary source of traffic.
- Organic Search remained the dominant traffic source, driving the vast majority of website visits.

Overview



Click & Impressions

- We received **2.6K organic clicks** and **143K impressions** in the United States. This reflects the continued improvement in the website's organic visibility in Google search results.

Keyword Ranking Summary



Top 5 Keywords

8



Top 10 - 20 Keywords

14



Top 20 - 30 Keywords

6



Top 30- 40 Keywords

5

Website Keyword Ranking Overview

- 33 target keywords were optimized, improving the website's visibility in Google search results.
- 8 keywords are now ranking in Google's Top 5, increasing website visibility and driving more organic traffic.
- 14 keywords are now ranking in positions 10–20, bringing more target keywords closer to the first page of Google.
- 6 keywords are ranking in positions 20–30, while 5 keywords are now within Google's Top 40, strengthening the website's organic visibility and overall search performance in just 6 months.

Top 5 Keywords		
Sr. No.	Keywords	Ranking
1	commercial van fitouts	1
2	custom van fitouts melbourne	1
3	ute fitouts melbourne	1
4	tradie van fitout melbourne	1
5	tradie ute fitouts Melbourne	1
6	tradie van fitouts	1
7	slide out drawers for vans melbourne	2
8	storage drawers for van melbourne	2

Top 10 - 20 Keywords		
Sr. No.	Keywords	Rankig
1	van window fitting service near me	10
2	van drawer systems melbourne	11
3	van cargo barrier melbourne	11
4	van storage systems melbourne	11
5	custom ute drawers Melbourne	11
6	van setup ideas	11
7	ute accessories melbourne	11
8	custom van fitouts melbourne	11
9	van seat installation near me	12
10	van storage solutions	13
11	4wd canopy fitouts	14
12	tradie van setup	14
13	van rear seats	14
14	van storage systems	18

AI Keyword Rankings



Appearing in Google AI Overview

Featured in AI Overview results for multiple targeted keywords and products.



Improved Organic Visibility

Stronger presence in Google Search results through AI-powered Insights.



More Relevant Visitors

Attract users with high interest through information and product-related searches.



Increased Conversion Opportunities

Greater visibility across the buying journey leading to more qualified leads.

- The website is now appearing in Google AI Overviews for several targeted keywords and products.
- This has improved the website's organic visibility in Google search results.
- Increased visibility is helping attract more relevant visitors and generate more conversion opportunities.

AI Keyword

The screenshot displays two Google search results. The top result is for the keyword 'van fit out guide'. It features an AI Overview section with a summary of campervan fit-outs, including planning, stripping, and installing. Below the overview, there's a section titled 'Planning and Preparation' with a bullet point about designing the layout. To the right, there are two video thumbnails: one from YouTube titled 'FULL DIY VAN BUILD from Start to Finish' and another from Van Fitouts Melbourne titled 'Van Fit Out Guide 2025: Costs, Camping Setups, Storage ...'. The bottom result is for the keyword 'campervan fit out kits'. It also features an AI Overview section with a summary of campervan fit-out kits, including modular, pre-cut, or fully fabricated furniture and utility packages. Below the overview, there's a section titled 'Popular Options & Styles' with two bullet points: 'Modular Box Kits' and 'Full Interior Flat-Pack Kits'. To the right, there are two video thumbnails: one from Van Fitouts Melbourne titled '2026 Best Campervan Conversion Kits for Beginners' and another from Kata Camperbox titled 'Shop - Kata'.

Organic Search Growth

Before SEO

Current



Referring Domains

20



Referring Domains

168



Organic Keywords

52



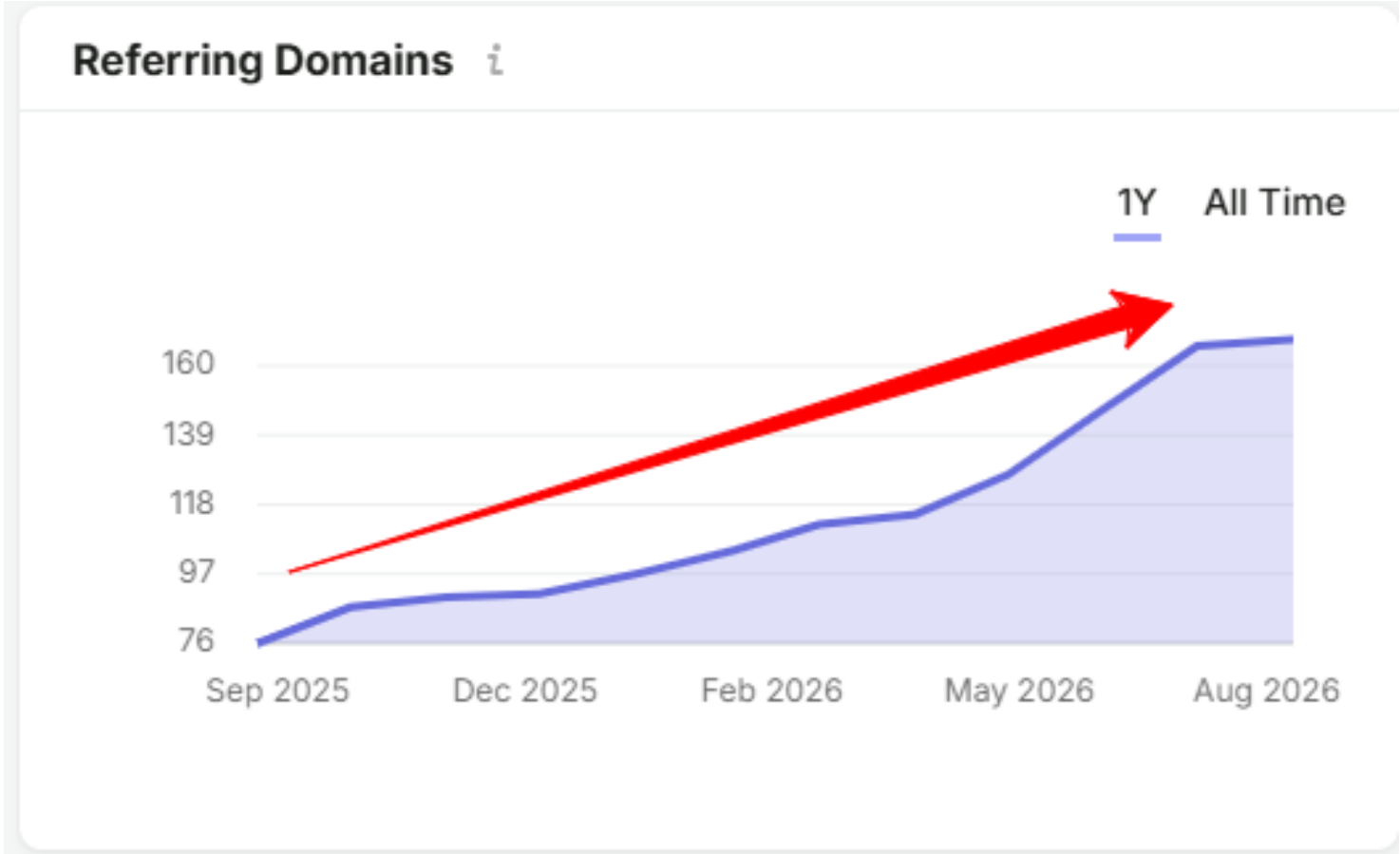
Organic Keywords

407

SEO Growth Highlights

- **Organic Keywords:** The website is now ranking for 407 organic keywords, increasing visibility across Google Search and attracting more potential customers.
- **Referring Domains:** Built high-quality referring domains through strategic link building, strengthening the website's authority and trust.
- **SEO Improvement:** Better keyword rankings and strong backlinks have improved the website's search visibility and overall SEO performance.
- **Increased Reach:** Expanded presence across more relevant search queries, helping the website reach more users organically.

Referring Domains

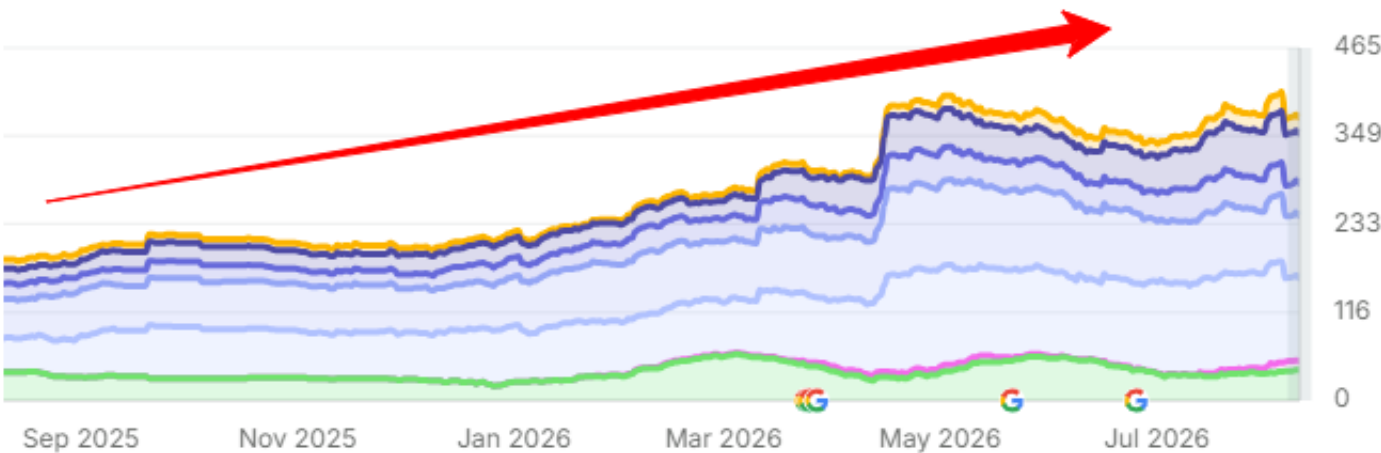


Organic Keywords

Keywords

Organic Paid

☒ Top 3 ☒ 4-10 ☒ 11-20 ☒ 21-50 ☒ 51-100 ☒ AI Overviews ☒ Other SERP Features



Website Health & Technical Improvements

We fixed critical technical issues and optimized key on-page factors to improve the website’s performance, user experience, and search engine visibility.

Key Highlights



Domain Authority
Increased from
3 to 9



Page Speed Score
Improved from
30 to 75



Page Authority
Improved from
10 to 26



Core Web Vitals
Now **Passed**



Indexed Pages
Grew from
2 to 71



Broken Links Fixed
Reduced from
140 to 0

Website Health Overview

Metric	Before SEO	Current	Change
Domain Authority	3	9	↑ +6
Page Authority	10	26	↑ +16
Page Speed Score	30	75	↑ +45
Core Web Vitals	Failed	Passed	—
Indexed Pages	2	71	↑ +69
Broken Links Fixed	140	0	↑ -140

Impact

- Stronger search engine visibility
- Better website performance
- Improved user experience
- Solid foundation for long-term growth