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SEO PORTFOLIO

An author platform *built* to rank

Technical SEO for a high traffic author platform: site architecture, internal linking, schema markup and Core Web Vitals.



THE PROBLEM

The writing was already strong. The structure was not, so pages competed with each other for the same terms and slow templates capped how far any of them could climb.

WHAT I BUILT

Six fixes, one system

Every fix serves the same goal: one clear owner for each topic, and nothing slowing the page that owns it.

1 **Site Architecture**
Rebuilt the URL and category structure so every page has one clear parent.

2 **Internal Link Map**
Linked deep pages to their pillars so authority reaches the whole library.

3 **Schema Markup**
Article, Person, Book and FAQ types across every template.

4 **Core Web Vitals**
Image, font and script work that lifted PageSpeed past 90.

5 **Crawl and Index Control**
Cleaned sitemaps, robots rules and duplicate index paths.

6 **Content Consolidation**
Merged competing pages so one URL owns each topic.

TECH STACK

Search Console · Analytics · PageSpeed · Lighthouse

RESULTS

Visibility, measured

25%

more organic visibility

Measured in Google Search Console over the six months after the fixes shipped, against the six months before.

DR 78
Ahrefs domain rating at handover

90+
PageSpeed performance after the work

6 months
From the first fix to the measured lift

Technical fix log

5 of 5 shipped

- **Site architecture rebuilt** — One clear parent for every page
- **Internal linking mapped** — Pillars connected to every deep page
- **Schema deployed** — Article, Person, Book and FAQ types
- **Core Web Vitals cleared** — LCP, CLS and INP inside Google's limits
- **PageSpeed lifted past 90** — Desktop and mobile templates

Want this on your site?

Send me your domain and I will show you the first three fixes I would make.

Message me on Upwork →