

Project Title: Belfast Website Design SEO Portfolio

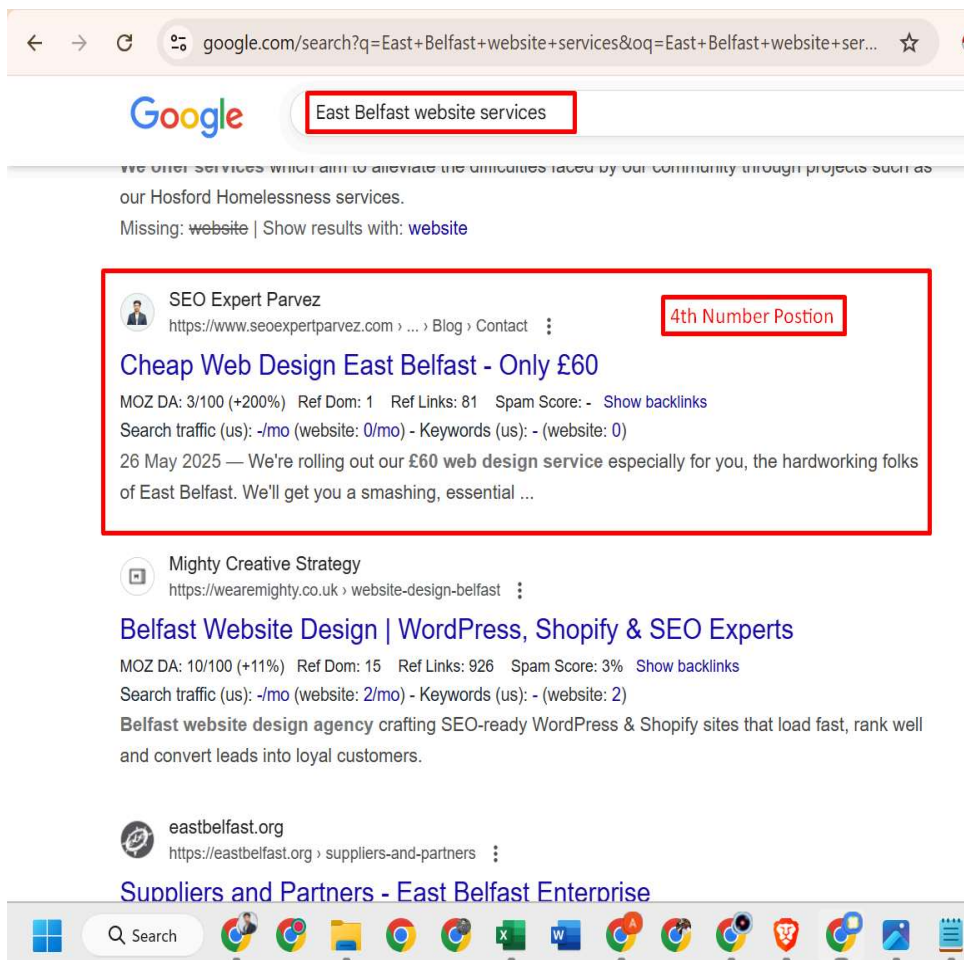
About This Project

I'm Mohammad Parvez Islam, a professional Website Designer and SEO Consultant. I have successfully ranked my own website for highly competitive service keywords across several areas in **Belfast, Northern Ireland**. This case study showcases my SEO strategy and the powerful results I've achieved without paid advertising.

By combining **geo-targeting**, **AIO (Answer Intent Optimization)**, **AEO (Answer Engine Optimization)**, **structured data via custom PHP-based schema**, and **proven SEO techniques**, I ranked multiple services for the same keyword on Google's first page.

Ranked Keywords & Positions:

1. **Keyword:** **East Belfast website services**
Rank: Position #4 on Google First Page



2. Keyword: **Best web design Shankill Belfast**

Rank: Position #1 and Position #5 (Two separate service pages ranked on the same first page)

The screenshot shows a Google search results page for the query "Best web design Shankill Belfast". The search bar at the top contains the query, and the Google logo is visible. Below the search bar, the first result is for "Vudu Digital - (Web Design Belfast | SEO...)". This result includes a 5.0 star rating from 44 reviews, mentions "15+ years in business", and provides the address "Arthur House, Arthur St". It also shows a "Closed" status and opening hours "Opens 9 am Mon · 028 9048 0257". A quote from a review is visible: "I've already received countless compliments on my new site." To the right of the text is a map snippet. Below this result is a "More businesses" button with a right arrow.

The second result is for "SEO Expert Parvez", which is highlighted with a red box. It includes a profile picture, the name "SEO Expert Parvez", and the URL "https://www.seoexpertparvez.com". To the right of the name, "Rank #1" is written in a red box. The title of the result is "Low Cost Website Design Shankill | Starting from £60". Below the title, technical SEO data is shown: "MOZ DA: 3/100 (+200%) Ref Dom: 1 Ref Links: 81 Spam Score: - Show backlinks". Search traffic data is also provided: "Search traffic (us): -/mo (website: 0/mo) - Keywords (us): - (website: 0)". The description states: "17 Jun 2025 — I provide professional web design Shankill Belfast for local small businesses, startups, and individuals-starting from just £60."

The third result is for "wearewibble.com", also highlighted with a red box. It includes the website name, URL "https://www.wearewibble.com", and the title "Web Design Belfast | Wibble | Belfast WordPress developers ...". Technical SEO data is shown: "MOZ DA: 23/100 (+28%) Ref Dom: 690 Ref Links: 63.63K Spam Score: 1% Show backlinks". Search traffic data is provided: "Search traffic (us): 2/mo (website: 92/mo) - Keywords (us): 1 (website: 108)".

At the bottom of the screenshot, the Windows taskbar is visible, showing the Start button, a search bar, and several application icons including Chrome, File Explorer, and Microsoft Word.

Rank: Position #2 and Position #9 (Two services ranked on Google first page)



Keyword: *New Lodge Website Designer*

Rank: Position #1 (ranked even **before AI overview** box)

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New Lodge Website Designer X

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About 20,900,000 results (0.48s) Rank #1 On Google



SEO Expert Parvez
https://www.seoexpertparvez.com › ... › Blog › Contact ⋮

Affordable Web Design New Lodge, Belfast - From Just £60

MOZ DA: 3/100 (+200%) Ref Dom: 1 Ref Links: 81 Spam Score: - [Show backlinks](#)
Search traffic (us): [-/mo](#) (website: [0/mo](#)) - Keywords (us): - (website: [0](#))
4 Jun 2025 — I'm Mohammad Parvez Islam, and I specialise in creating stunning, effective **websites** starting at just £60. My goal is to get your **New Lodge** business noticed ...



◆ AI Overview ⋮

A website designer specializing in the New Lodge area would need to **focus on creating a user-friendly, visually appealing, and mobile-responsive website**. This includes designing a site that is easy to navigate, with clear calls to action and compelling content that reflects the unique character of New Lodge and its community. The website





My SEO Strategy:

Keyword Research & Geo-Targeting:

Each keyword was selected after careful research using tools like Google Keyword Planner, Ahrefs, and manual local intent analysis. I focused on hyper-local areas within Belfast to capture niche traffic.

On-Page SEO

- Optimized title, meta, heading, and image tags.
- Added unique location-based content with natural keyword flow.
- Used FAQ schema, service schema, and breadcrumb schema.

Technical SEO

- Custom-built PHP-based schema injection (handwritten code).
- Speed optimization, mobile responsiveness, and indexability checks.
- Google Maps integration directly into service pages.

AIO & AEO Techniques

- Answered direct intent questions clearly.
- Optimized for AI-based answer boxes and People Also Ask sections.
- Used structured data to appear in future AI snapshots.

Backlinks & Authority Building

- Created selective backlinks from niche directories and forums.
- Ensured NAP consistency across all local listings.

Why This Matters?

Ranking service pages for multiple positions on the same Google first page proves how powerful technical SEO, geo-targeting, and schema optimization can be when executed correctly.

These results are 100% organic, with no paid Google Ads.

If you're looking to rank in your local area or want a similar strategy for your business, I can help you achieve it, just like I did for myself.