



Site Growth: February–December 2025

What We Built

- **A scalable SEO system that compounds traffic and authority**
- **Content clusters targeting high-intent medical searches**
- **Internal linking that accelerates rankings**

Why It Matters

- **Created evergreen discovery for product-led pages**
- **Established topical authority in competitive health verticals**

Bottom Line

- **SEO is now a predictable, repeatable growth channel**

My Role

- Owned SEO strategy, execution, and performance tracking
- Designed keyword clustering and content architecture
- QA'd all content for search intent, on-page SEO, and internal linking
- Monitored rankings and iterated based on performance data

Overview

From February to December 2025, [CONFIDENTIAL] experienced substantial organic growth driven by a comprehensive SEO and content strategy.

The site evolved from minimal organic visibility into a scalable traffic and authority asset, ranking for thousands of keywords and generating consistent, compounding organic traffic.

This report summarizes the cumulative SEO improvements, results, and strategic initiatives implemented throughout the year.



YUSEF AL-AJINO
WHAT WAS
DONE











Technical SEO

Throughout February–December 2025, continuous technical SEO improvements were implemented.

- Optimized page speed using Google PageSpeed Insights to improve load times and Core Web Vitals.
- Fixed broken links and resolved crawl and indexing issues to maintain site health.
- Managed SEO impact during ongoing site updates and structural changes made by other team members.
- Integrated orphan pages into the internal linking structure to ensure proper indexing and authority flow.
- Maintained image optimization (compression, file naming, alt text) to support accessibility and image search visibility.

These efforts improved crawl efficiency, reduced bounce rates, and provided a stable foundation for long-term SEO growth.

Traffic Recovery & Ranking Acceleration

<input type="checkbox"/>		What Causes Urobilinogen in Urine?	Visible	Confidential	Liver Health	Dec 11 at 4:39 pm	Nov 19, 2024
<input type="checkbox"/>		Understanding Occult Blood in Urine: Causes, Diagnosis, and Treatment	Visible		Urinary Tract Health	Jun 4 at 9:57 pm	Nov 19, 2024
<input type="checkbox"/>		Liver Pain Location: Understanding Its Causes and Symptoms	Visible		Liver Health	Jun 4 at 9:57 pm	Nov 19, 2024
<input type="checkbox"/>		Is Feeling Sleepy After Eating a Sign of Diabetes?	Visible		Glucose Levels and Diabetes	Jun 4 at 9:57 pm	Nov 19, 2024
<input type="checkbox"/>		Urine Glucose Levels Chart: Understanding Results	Visible		Glucose Levels and Diabetes	Jun 5 at 3:34 pm	Nov 20, 2024
<input type="checkbox"/>		Blood Sugar Test Kit: A Complete Guide	Visible		Glucose Levels and Diabetes	Jun 4 at 9:57 pm	Nov 20, 2024
<input type="checkbox"/>		What Is the Creatinine Level for Stage 3 Kidney Disease?	Visible		Kidney Health	Jun 4 at 9:57 pm	Nov 20, 2024
<input type="checkbox"/>		How to Get Rid of a UTI in 24 Hours	Visible		Urinary Tract Health	Jun 5 at 3:34 pm	Nov 20, 2024
<input type="checkbox"/>		Signs Your UTI Is Going Away	Visible		Urinary Tract Health	Jun 4 at 9:57 pm	Nov 20, 2024
<input type="checkbox"/>		Yeast Infection vs. UTI	Visible		Urinary Tract Health	Jun 4 at 9:57 pm	Dec 2, 2024

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Traffic Recovery & Ranking Acceleration

Existing content across the site was consistently optimized to improve rankings and engagement.

- Enhanced meta titles and descriptions to improve click-through rates.
- Improved header structure and keyword placement for better readability and relevance.
- Added internal links to strengthen topical relationships and guide users to high-value pages.
- Updated older articles to better align with search intent and current SERP standards.

Strengthening on-page SEO ensured better ranking stability and improved user experience across the site.

Added New Keywords

Keyword Tracker .XLSX									
File Edit View Insert Format Data Tools Help									
A2:A1151 fx alcoholic liver disease symptoms									
1	A	B	C	D	E	F	G	H	I
2		Assigned Article	Status	Target URL	Search Volume	Difficulty	Assigned To	Pub	
957	is kidney disease genetic	Is Kidney Disease Genetic? Role of Family	Published	ogs/kidney-health/is-kidney-di	150	13	Jaki		
958	is diabetes a disability	Is Diabetes a Disability? What You Need to	Published	ogs/glucose-levels-and-diabe	4.5k	14	Blen		
959	can you get diabetes from eating too much sugar	Can you get diabetes from eating too much	Published	ogs/glucose-levels-and-diabe	3.2k	13	Abel		
960	can type 3 diabetes be reversed	Can Type 3 Diabetes Be Reversed? What	Published	ogs/glucose-levels-and-diabe	2.7k	18	Blen		
961	what is the average dose of insulin for type 2 diabetes	Average Insulin Doses for Adults With	Published	ogs/glucose-levels-and-diabe	1.8k	9	Blen		
962	is drooling in your sleep a sign of diabetes		Planned		1.6k	18	Abel		
963	can diabetes go away	Can Diabetes Go Away: What It Is,	Published	ogs/glucose-levels-and-diabe	1.5k	19	Jaki		
964	does diabetes cause hair loss	Does Diabetes Cause Hair Loss?	Published	ogs/glucose-levels-and-diabe	1.4k	12	Blen		
965	is sweet potato good for diabetes				1.2k	11			
966	type 3 diabetes	type 3 diabetes	Published	ogs/glucose-levels-and-diabe	44k	19	Abel		
967	what is type 3 diabetes				4.5k	15			
968	diabetes type 3				3.4k	15			
969	Ribbon Checkup Accuracy	Ribbon Checkup Accuracy: How We	Published	ogs/news/understanding-gluc			Abel		
970	The Science Behind Ribbon Checkup Health Screening	The Science Behind Ribbon Checkup	Published	ogs/general-health/science-b			Jaki		
971	How Ribbon Checkup Liver Tests Detect Early Problems	How Ribbon Checkup Liver Tests Detect	Published	ogs/liver-health/how-ribbon-c			Blen		
972	normal liver enzyme levels	Normal Liver Enzyme Levels: What They	Published	ogs/liver-health/normal-liver-e	1.6k	39	Abel		
973	albumin low	Low albumin: What it means and what you	Published	ogs/kidney-health/low-albumi	10k	33	Blen		
974	what happens when your liver enzymes are high	What Happens When Your Liver Enzymes	Published	ogs/liver-health/what-happen	15k	25	Jaki		
975	where is liver pain felt	Where is liver pain felt?	Published	ogs/liver-health/where-is-liver	3.7k	2	Abel		
976	what is a liver doctor called	What is a liver doctor called?	Published	ogs/liver-health/what-is-a-live	1.8k	5	Abel		
977	how to detox your liver in 3 days	How to detox your liver in 3 days? Knowing	Published	ogs/liver-health/how-to-detox-	14k	9	Jaki		
978	how long should you take lactulose for liver disease	How long should you take lactulose for	Published	ogs/liver-health/how-long-sho	300	10	Blen		
979	what causes small lesions on liver	What Causes Small Lesions on the Liver?	Published	ogs/liver-health/what-causes-	350	10	Blen		
980	which cholesterol drug is safest for liver	Which Cholesterol Drug is Safest for Liver?	Published	ogs/liver-health/which-cholest	350	9	Jaki		
981	how to prevent liver cancer	How to Prevent Liver Cancer?	Published	ogs/liver-health/how-to-preve	300	9	Jaki		
982	is cranberry juice good for kidneys and liver	Is Cranberry Juice Good for Your Kidneys	Published	ogs/kidney-health/is-cranberr	200	9	Abel		
983	how serious is a nodule on the liver?	How Serious is a Nodule on the Liver?	Published	ogs/liver-health/how-serious-i	300	8	Blen		

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Count: 1,150

Added New Keywords

A large-scale keyword expansion strategy was executed to increase search visibility and topical authority.

- Targeted long-tail, high-intent keywords across liver health, kidney health, urine testing, diabetes, and at-home diagnostics.
- Focused on informational, symptom-based, and diagnostic queries with strong search demand.
- Expanded keyword coverage to support both educational content and product discovery.

This approach allowed the site to rank for hundreds of new keywords, many of which reached Page 1 and Top 10 positions.

Content Strategy Driving Traffic

Content Tracker

File Edit View Insert Format Data Tools Extensions Help

100% 123 Default... 10 B I A

A48:A486 What Does Urobilinogen in Urine Mean?

	A	B	D	E	O	P	Q	R	S	T
1	Article Title	URL	Author	Published						
467	Chronic Kidney Disease Low Protein Diet: What to Eat and Why It Matters	Confidential	blog: Abel	12-13-2025						
468	Signs of Liver Disease		blog: Blen	12-13-2025						
469	How Long Can You Live With Ascites?		blog: Blen	12-15-2025						
470	What Is Diabetic Nephropathy and How Can You Catch It Early?		blog: Jaki	12-15-2025						
471	What's Worse: Type 1 or Type 2 Diabetes?		blog: Abel	12-16-2025						
472	Unconjugated Bilirubin: What High Levels Mean, Causes, Symptoms, and		blog: Blen	12-16-2025						
473	Stage 3 Cirrhosis of the Liver Life Expectancy, Meaning, and Next Steps		blog: Jaki	12-17-2025						
474	Complication From Diabetes: Early Signs, Long-Term Risks, and How to Pr		blog: Abel	12-17-2025						
475	Liver Biopsy Procedure		blog: Yusela	12-18-2025						
476	Diabetes Burnout: Why It Happens, Symptoms, and How to Recover		blog: Blen	12-18-2025						
477	Nephropathy: Causes, Symptoms, Diagnosis, and Treatment		blog: Blen	12-19-2025						
478	Home Health Test Kits: Your Complete Guide to At-Home Lab Testing		blog: Yusela	12-19-2025						
479	Liver Problems Symptoms		blog: Yusela	12-22-2025						
480	Preventive Health Screenings		blog: Yusela	12-23-2025						
481	How Long Will Steroids Affect Blood Sugar?		blog: Jaki	12-23-2025						
482	Urine Infection Food to Avoid: Foods That Worsen UTI Symptoms		blog: Jaki	12-25-2025						
483	Steatohepatitis: Causes, Symptoms, Diagnosis, and Treatment		blog: Abel	12-26-2025						
484	Is Drooling In Your Sleep A Sign Of Diabetes?		blog: Yusela	12-27-2025						
485	Does Lemon Water Break a Fast for Blood Work?		blog: Yusela	12-29-2025						
486	Early Signs of Diabetes		blog: Yusela	12-30-2025						
	Vegetables Good for Liver: Best Veggies to Support Liver Health		blog: Yusela	12-31-2025						

Content Tracker

Liver Health Kidney Health Urinary Tract Infections= Diabetes General Health Clustered Content

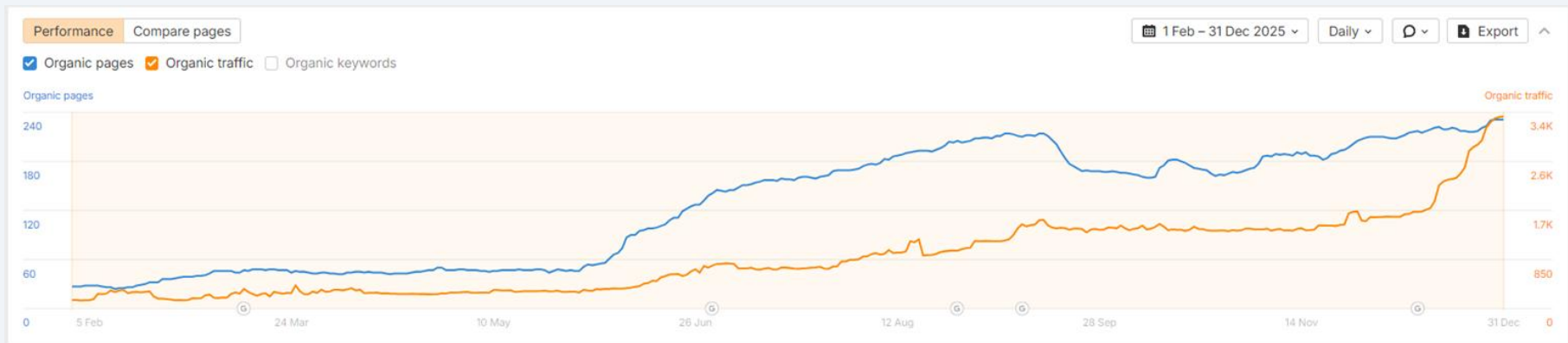
Count: 439

Content Strategy Driving Traffic

1. A content-led SEO strategy was the primary growth driver throughout 2025.
2. Published **439 SEO-optimized blog articles** between February and December.
3. Built topic clusters around liver health, kidney function, UTI, glucose monitoring, and diabetes.
4. Structured content to capture featured snippets and AI-generated search results.
5. Supported commercial pages through educational content and internal linking.
6. This strategy positioned the site as a trusted informational resource in competitive medical niches.



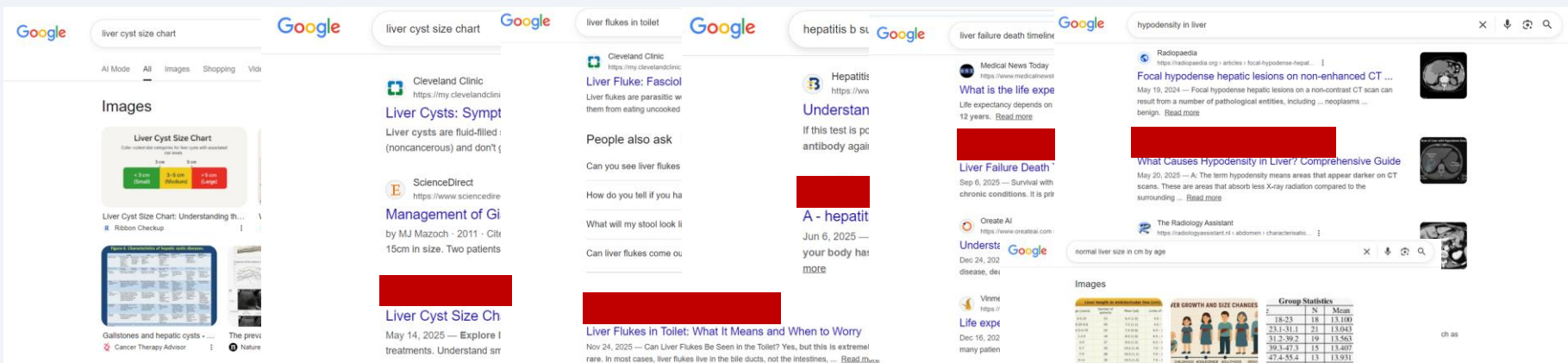
Organic Growth (Ahrefs)



- **Organic pages: ~30 → 231**
- **Organic traffic: ~150–300 → 3,300+ monthly**
- **Continued growth into 2026**

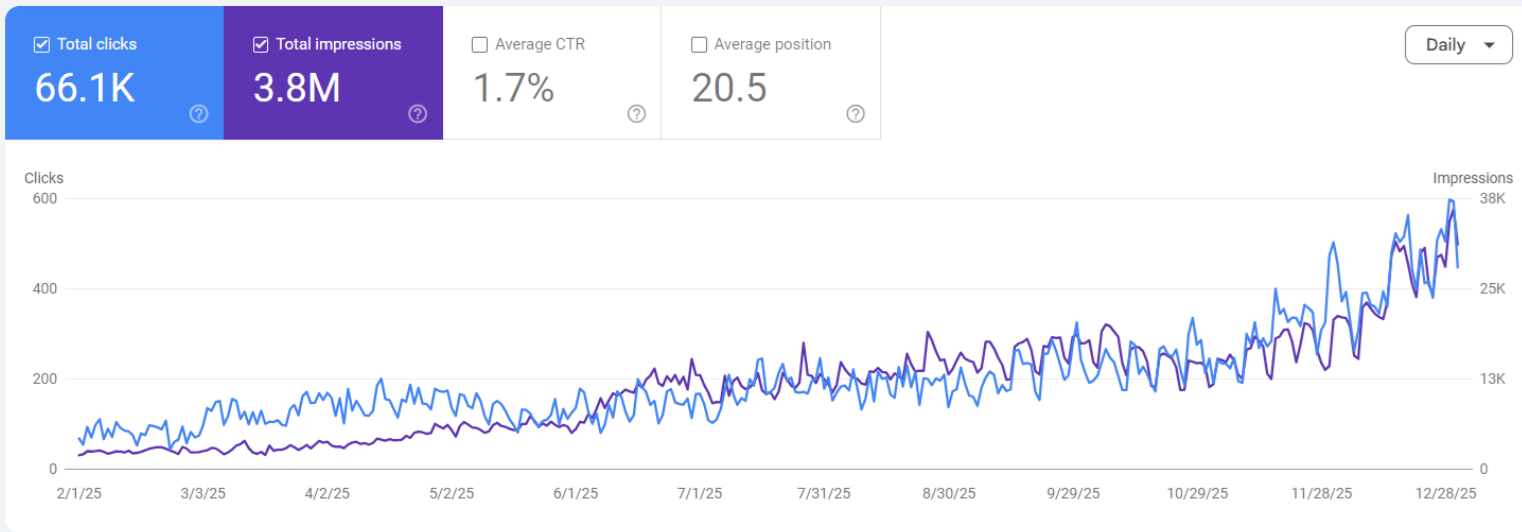
This reflects a 7× increase in ranking pages and 20×+ traffic growth.

Search Visibility and SERP Wins



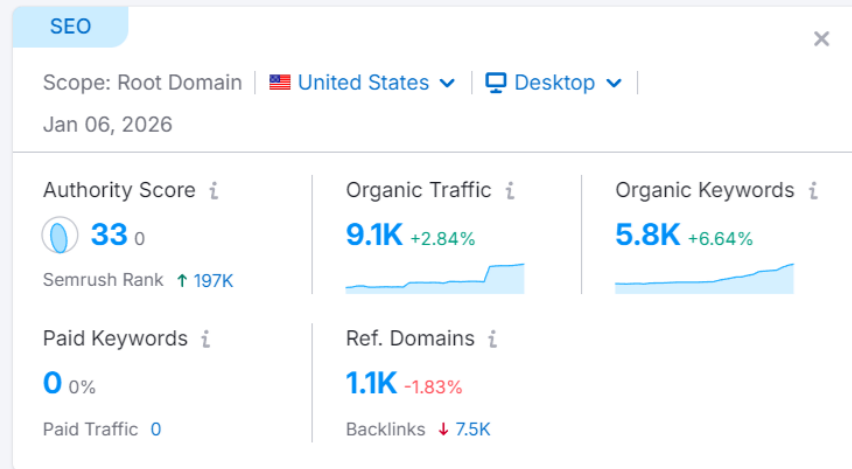
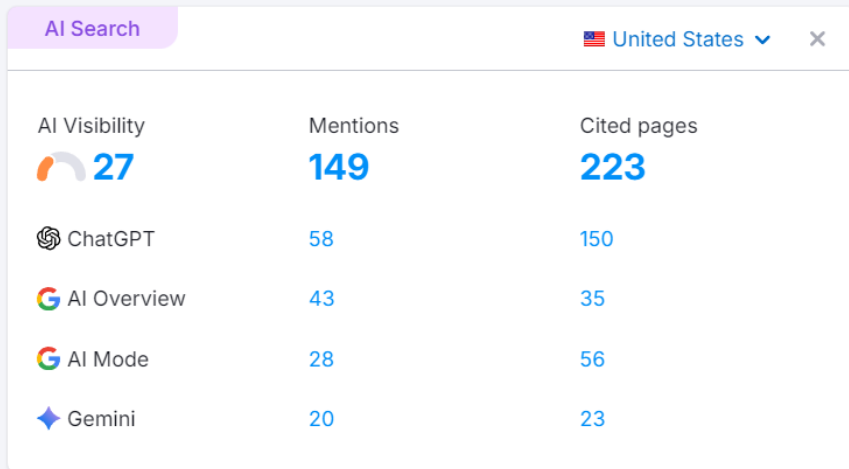
- Several keywords in SERP page 1, with higher positions than other high-authority sites like NIH, Cleveland Clinic, and Quora.
- Strong presence in Top 3 to Top 10
- SERP features captured (image results, rich listings)

Google Search Console Overview



- **Total clicks: 66.1K**
- **Total impressions: 3.8M**
- **Average CTR: 1.7%**
- **Average position: 20.5**
- **This reflects sustained organic growth, increasing search visibility, and strong ranking potential as more keywords move from Page 2 into Page 1.**

SEMRush Overview



- **AI presence:** Moderate visibility with 27 AI visibility score, 149 mentions, and 223 pages citing your content.
- **SEO performance:** Decent authority (33), growing organic traffic (9.1k, +2.8%) and keywords (5.8k, +6.6%), but slightly fewer referring domains (1.1k, -1.8%).

Overall: The site is gaining search visibility and AI recognition, ranking for more keywords and attracting slightly more traffic, though link-building could use attention.

Link Building

Referring page	Referring page	Page type Category	DR	UR	Domain traffic	Referring domains	Linked domains	Ext.	Page traffic	Kw.	Anchor and target URL	First seen Last seen	Inspe
Where is Liver Pain Felt? Understanding the Signs, Causes, and At-Home Testing - Con Versations with Stephanie https://conversationswithstephanie.com/health-and-fitness/where-is-liver-pain-felt-understanding-the-signs-causes-and-at-home-testing/ ▼ EN WORDPRESS BEST LINK By Charles Meyer	7-Day Gestational Diabetes Meal Plan for Pregnancy The Inspiration Edit https://www.theinspirationedit.com/gestational-diabetes-meal-plan-for-pregnancy/ ▼ EN ECOMMERCE WORDPRESS BEST LINK By Angela Milnes		56	4.5	9.8K	0	12	24	0	3	Some people with GDM also experience high glucose in urine , which may require closer monitoring. CONTENT: https://ribboncheckup.com/blogs/news/understanding-high-glucose-in-urine-causes-symptoms-and-management ▼	4 Aug 2025 5 h ago	Q
Which Alcohol is Least Harmful to Your Liver? - Goodnever https://goodnever.com/healthandwellness/which-alcohol-is-least-harmful-to-your-liver/ ▼ EN WORDPRESS BEST LINK By Qyronia Vythal											Also check out this comprehensive guide to fasting glucose levels . CONTENT: https://ribboncheckup.com/blogs/news/understanding-fasting-glucose-levels-a-comprehensive-guide ▼ 301 - https://ribboncheckup.com/blogs/news/understanding-fasting-glucose-levels ▼	5 Oct 2025 5 h ago	Q
How many stages of kidney disease are there: Understanding CKD step by step - Hikhan Academy https://naturaplug.com/latest/how-many-stages-of-kidney-disease-are-there-understanding-ckd-step-by-step/ ▼ EN ECOMMERCE WORDPRESS BEST LINK	Approved Log - First Cycle Journal Page 8 Evolutionary.org Steroids Research Forums https://www.evolutionary.org/forums/threads/first-cycle-journal.106887/page-8 ▼ EN BEST LINK	User content Forum Health Men's health ...	56	4.5	2.1K	0	18	25	0	0	https://ribboncheckup.com/ CONTENT: https://ribboncheckup.com/ ▼	12 Dec 2025 3 h ago	Q
Which Alcohol is Least Harmful to Your Liver? - Goodnever https://goodnever.com/healthandwellness/which-alcohol-is-least-harmful-to-your-liver/ ▼ EN WORDPRESS BEST LINK By Qyronia Vythal	7-Day Gestational Diabetes Meal Plan for Pregnancy The Inspiration Edit https://www.theinspirationedit.com/gestational-diabetes-meal-plan-for-pregnancy/ ▼ EN ECOMMERCE WORDPRESS BEST LINK By Angela Milnes												
Liver Detox Drink: Refreshing Recipes and Real Health Insights - Simply Seven https://simplyseven.net/liver-detox-drink-refreshing-recipes-and-real-health-insights/ ▼ EN WORDPRESS BEST LINK By Brynhar Zylkos	What does hepatitis C look like? Symptoms, signs and what to watch for - springhillmedgroup.com https://springhillmedgroup.com/what-does-hepatitis-c-look-like-symptoms-signs-and-what-to-watch-for/ ▼ EN WORDPRESS BEST LINK By Tom Bastion												
Which Alcohol is Least Harmful to Your Liver? - Goodnever https://goodnever.com/healthandwellness/which-alcohol-is-least-harmful-to-your-liver/ ▼ EN WORDPRESS BEST LINK	7-Day Gestational Diabetes Meal Plan for Pregnancy The Inspiration Edit		56	4.5	9.8K	0	12	24	0	3	needed.For help tracking glucose at home, see this guide on how to monitor glucose levels at home	4 Aug 2025 5 h ago	Q

Built high-quality and relevant backlinks to the site, resulting to those backlinks being the best links of the site.

Important Tasks Done

- Page speed optimization
- Continuous SEO monitoring
- Broken link resolution
- Orphan page integration
- Performance tracking
- Wrote, edited, formatted, and published content
- Built backlinks
- Strengthened topical authority
- Created ranking content
- Used relevant, intent-driven keywords
- Designed custom visuals
- Created a social media plan
- Developed long-term strategies
- Built a brand style guide (visual + writing)
- Created detailed content briefs

Overall Impact

- Built organic visibility from zero
- Established authority in medical niches
- Achieved compounding traffic growth
- Increased conversion efficiency
- Positioned brand for AI search

Site is now a long-term organic growth asset.



**NEXT
STEPS**

YUSEL JINO

SEO Continuity Considerations

Content Maintenance

- Rankings require periodic updates
- Intent drift can impact visibility over time

Authority Momentum

- Backlinks and mentions compound gradually
- Gaps slow competitive gains

Competitive Landscape

- Medical SERPs evolve rapidly
- Competitors actively publish and optimize

SEO Status at Handover

- **Technical SEO: Stable**
- **Content system: Active & documented**
- **Rankings: Growing**
- **Traffic trend: Upward**
- **Next risks: Maintenance & competition**

Next Step Recommendations

- **Leverage and Expand Pillar Content**

- Update and refresh existing pillar content regularly.
- Add supporting cluster content around subtopics to reinforce topical authority.

- **Prevent Keyword Cannibalization**

- Audit existing pages to ensure unique keyword targeting.
- Consolidate or redirect overlapping pages to strengthen authority.

- **Strengthen Internal Linking Strategy**

- Link cluster content to pillar pages and relevant supporting articles.
- Use descriptive anchor text to improve crawlability and contextual relevance.

- **Optimize for Featured Snippets & AI Visibility**

- Structure content with clear headings, bullet points, and concise answers.
- Use AI-focused formats like Q&A, lists, and schema markup to enhance discoverability.

Next Step Recommendations

- **Acquire High-Quality Backlinks**

- Focus on links from authoritative, niche-relevant domains.
- Consider guest posting, content partnerships, and digital PR campaigns.

- **Increase Brand Mentions & E-E-A-T Signals**

- Encourage unlinked mentions through PR, partnerships, and social amplification.
- Monitor mentions and convert unlinked mentions into backlinks where possible.

- **Optimize for Mobile & Core Web Vitals**

- Ensure responsive design, fast loading times, and smooth UX across devices.
- Regularly monitor and fix mobile usability and speed issues.

- **Enhance Content for User Intent & Engagement** *(Optional, next-level)*

- Analyze top-ranking pages for similar queries and user intent.
- Improve engagement metrics by adding visuals, interactive elements, and clear CTAs.

This report documents the SEO system, results, and growth trajectory established through 2025.