

WORDPRESS & SEO PROJECT REPORT

AcneCure7

A practical case study in website development, on-page and technical SEO, content strategy, and web analytics — delivered end-to-end on a live WordPress environment.

PLATFORM

WordPress.com

DELIVERY TIMELINE

2 Weeks

DOCUMENT TYPE

Case Study

Executive Summary

A concise overview of the AcneCure7 project scope, purpose, and ownership.

AcneCure7 is a self-directed WordPress case study built to demonstrate applied competency in website development, on-page and technical SEO, content strategy, and web analytics. Over a two-week production cycle, the project delivered a fully structured skincare information website comprising nine published articles across six content categories, supported by more than seventy optimized images and integrated with Google Search Console and Google Analytics 4 for ongoing performance monitoring.

Project Objective

The objective was to design, build, and optimize a functioning website — rather than a static design mockup — in order to validate SEO and WordPress skills under real production conditions. The project was scoped around three business outcomes: a search-optimized content platform capable of ranking for relevant skincare queries, a clear and trustworthy information architecture for end users, and a portfolio-ready demonstration of end-to-end web project execution.

Core Competencies Applied

- **SEO:** Keyword research, on-page SEO, technical SEO, Search Console, GA4
- **AI-Assisted Workflows:** Research, productivity, and content support tools
- **Content Writing:** Human-friendly, SEO-optimized articles and web copy
- **Virtual Assistance:** Web research, documentation, and digital task management

Responsibilities & Project Snapshot

Scope of work personally completed, and key figures at a glance.

Responsibilities

- Website planning and information architecture, including category and page structure
- Keyword research and content topic planning aligned to search intent
- Writing and publishing nine SEO-optimized articles
- On-page SEO implementation — titles, meta descriptions, heading structure, and URLs
- Sourcing, compression, and alt-text optimization for 70+ images
- Internal linking strategy across content categories
- Technical SEO setup — XML sitemap, robots.txt, and Search Console integration
- Analytics configuration and documentation of the completed project

Project Snapshot

Platform	WordPress.com (Free Plan)
Theme	Twenty Twenty-Five
Development Time	2 Weeks
Published Articles	9
Content Categories	6
Optimized Images	70+
SEO Implementation	Keyword Research · Meta Titles · Search Console · GA4

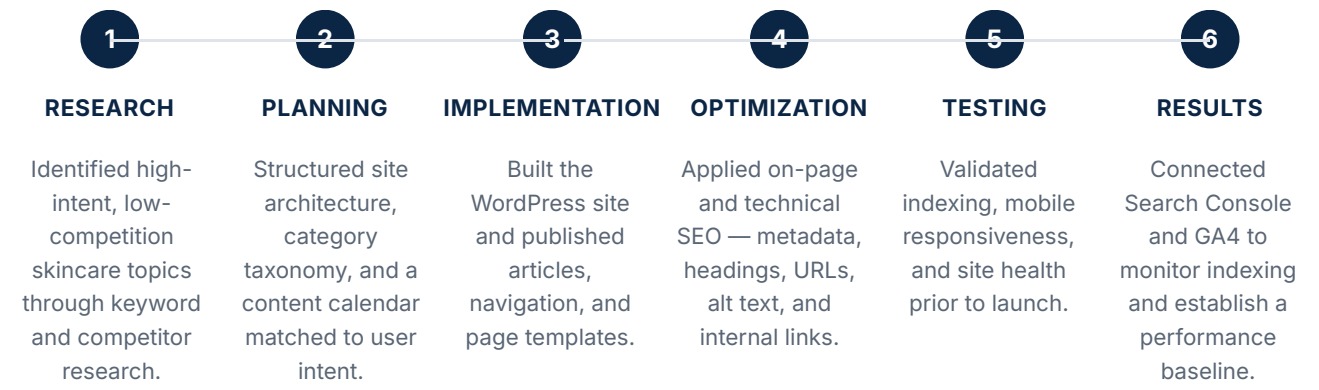
Content Categories

CATEGORY	PUBLISHED POSTS
Skin Types	6
Acne	1
Acne Scars	1
Dark Spots	1
Skin Care Tips	In Progress
Skincare Routine	In Progress

Process & Key Deliverables

The project followed a structured six-stage workflow, from initial research through measurable results.

Project Workflow



Key Deliverables

DELIVERABLE	STATUS
Keyword Research	Completed
Content Planning	Completed
On-Page SEO Implementation	Completed
Technical SEO — XML Sitemap & Robots.txt	Completed
Internal Linking Strategy	Completed
Image Optimization (70+ Images)	Completed
WordPress CMS Build	Completed
Analytics Integration — Search Console & GA4	Completed

SEO Strategy

An eight-point on-page and technical SEO approach applied consistently across the site.

Keyword Research

01

Identified relevant search terms — including "acne treatment tips" and "how to remove dark spots" — by analyzing search intent and competition levels before content was planned.

On-Page SEO

02

Structured every article around a primary keyword, with supporting terms integrated naturally into headings, body copy, and image metadata.

Meta Optimization

03

Wrote a unique title tag and meta description for every page to improve click-through rate and search engine relevance.

URL Structure

04

Created short, clean, keyword-focused URLs (e.g. acnecure7.wordpress.com/acne-treatment-tips) to support readability and search indexing.

Heading Hierarchy

05

Applied a consistent H1-H3 structure across every page to improve readability, content scannability, and SEO signal clarity.

Internal Linking

06

Linked related articles across categories to improve site navigation, distribute page authority, and support crawlability.

Image SEO

07

Compressed and renamed 70+ images with descriptive, keyword-relevant file names and alt text for every asset.

Technical SEO

08

Submitted an XML sitemap, configured robots.txt, and connected the site to Google Search Console for indexing and monitoring.

Outcome: A well-structured, easy-to-navigate site optimized for both search engine visibility and end-user experience.

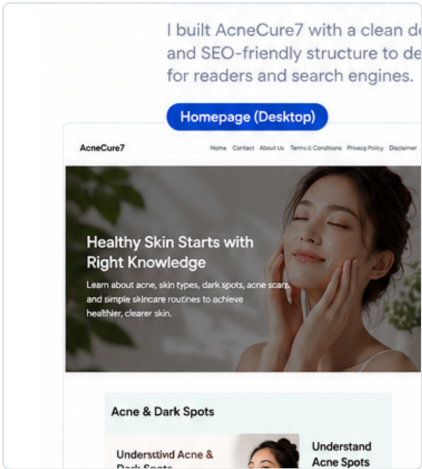
Website Features & Interface

Core platform capabilities, followed by representative screenshots of the live site.

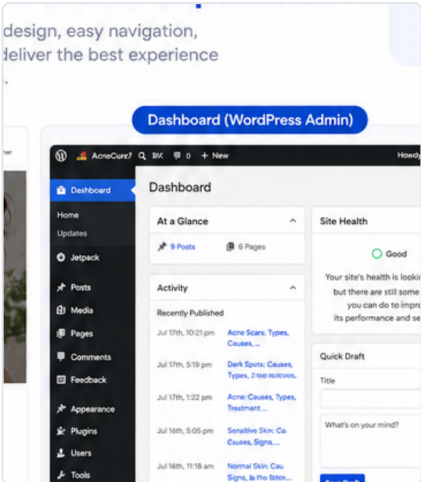
Feature Matrix

Responsive Design	Fully responsive layout optimized for desktop, tablet, and mobile devices
WordPress CMS	Built on WordPress for easy content management and future scalability
Easy Navigation	Simple, clear navigation that helps users find information quickly
Categories & Tags	Content organized by category and tag for improved usability and SEO
SEO-Friendly Structure	On-page and technical SEO best practices applied for search visibility
Fast Loading	Optimized images and clean code for improved page performance
Clean, Modern UI	Minimal design focused on readability and a professional user experience
Contact & Trust	Dedicated contact and policy pages that build user trust and credibility

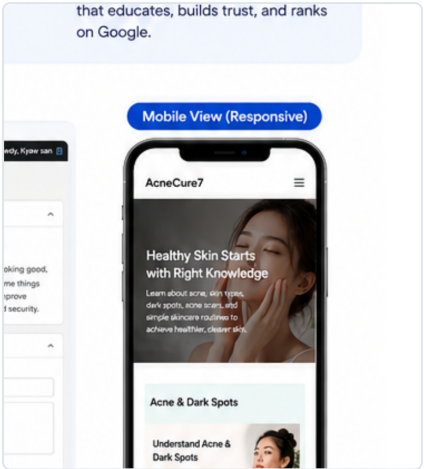
Interface Preview



HOMEPAGE — DESKTOP
Primary landing page with hero section and article feed



DASHBOARD — WORDPRESS ADMIN
Content management and site health overview

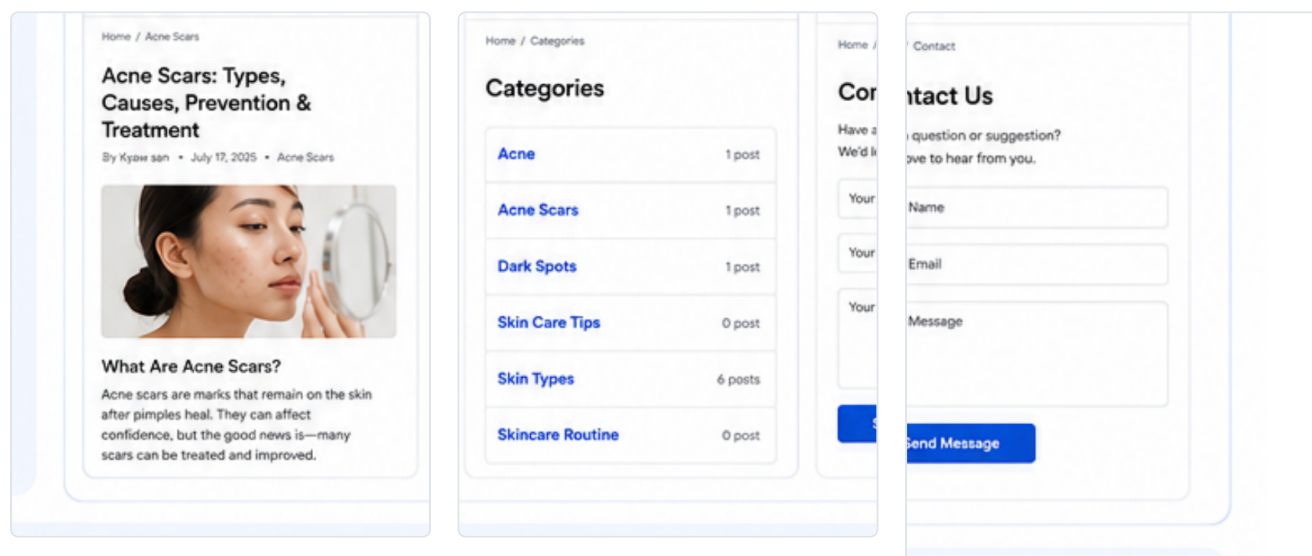


MOBILE VIEW — RESPONSIVE
Homepage rendering on a mobile viewport

Interface Preview & Outcomes

Additional page templates, followed by measured project outcomes.

Additional Page Templates



BLOG POST TEMPLATE

Article layout with heading structure and featured image

CATEGORIES PAGE

Content taxonomy across six structured categories

CONTACT PAGE

User inquiry form supporting site trust and engagement

Results & Outcomes

As a newly launched property, results to date reflect technical readiness and search-engine discoverability rather than long-term traffic volume:

- Site fully indexed by Google Search, with XML sitemap and robots.txt submitted and verified
- Google Analytics 4 configured to establish a measurable performance baseline going forward
- Site secured with SSL (HTTPS) and confirmed mobile-responsive across device sizes
- Consistent content structure established across six categories to support sustained organic growth

Tools Used

Platforms and applications used to research, build, and optimize the project.

TOOL	APPLICATION
WordPress	Website build and content management
Google Search Console	Indexing, crawl control, and search performance monitoring
Google Analytics 4	Traffic and user behavior analytics
XML Sitemap & robots.txt	Technical SEO and crawl configuration
Canva	Visual asset design and image preparation
ChatGPT	AI-assisted research and content workflow support
GitHub & VS Code	Documentation, version control, and site configuration

Challenges & Solutions

Key technical challenges encountered during the build, and how each was resolved.

Search Engine Indexing

PROBLEM

New site pages were not immediately visible to search engines.

ACTION

Submitted an XML sitemap and configured robots.txt, then verified crawl status via Google Search Console.

SOLUTION

Achieved consistent indexing and confirmed visibility for all published pages.

Image Performance

PROBLEM

Uncompressed images risked slowing page load speed across the site.

ACTION

Sourced, resized, and compressed 70+ images, applying descriptive file names and alt text throughout.

SOLUTION

Improved page performance while preserving SEO value for every image asset.

Content Discoverability

PROBLEM

Articles across categories lacked connective navigation for users and search engines.

ACTION

Implemented an internal linking strategy connecting related articles across the site.

SOLUTION

Strengthened site architecture, improved crawlability, and extended user browsing paths.

Portfolio Presentation

PROBLEM

A live WordPress build needed to be presented as a credible, professional portfolio artifact.

ACTION

Documented the build process, SEO methodology, and outcomes in structured case-study format.

SOLUTION

Produced a portfolio-ready record suitable for recruiters and hiring teams.

Key Learnings & Project Impact

What this project demonstrates, and the direction of continued professional development.

Key Learnings

- Practical experience implementing on-page and technical SEO in a live WordPress environment
- Ability to structure content architecture around user intent and topic clusters
- Hands-on use of Google Search Console and GA4 for monitoring and analytics
- Improved workflow efficiency using AI-assisted research and content tools
- Strengthened documentation and professional case-study presentation skills

Project Impact

SUMMARY

This project demonstrates the ability to independently plan, execute, and document a complete website development and SEO cycle — from research through technical implementation to analytics setup — reflecting the practical skill set required for SEO specialist, WordPress developer, and digital marketing support roles.

Future Roadmap

Continued development is planned across advanced SEO, content strategy, AI-assisted productivity, virtual assistance, and analytics — applied to real-world client projects as the next stage of professional growth.

AcneCure7

acnecure7.wordpress.com · Portfolio Case Study