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SEO PORTFOLIO

mycreacraft.com

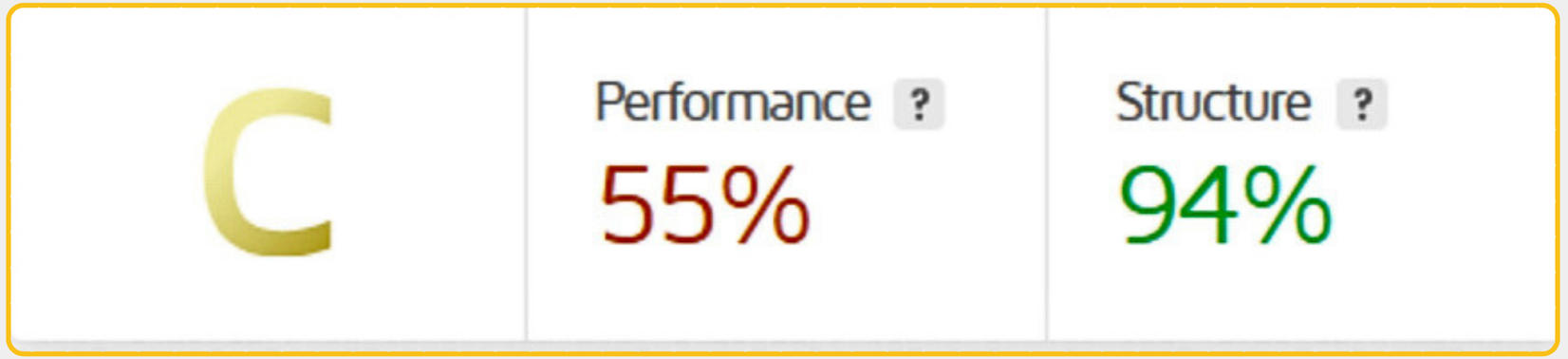
TECH SOLUTIONS

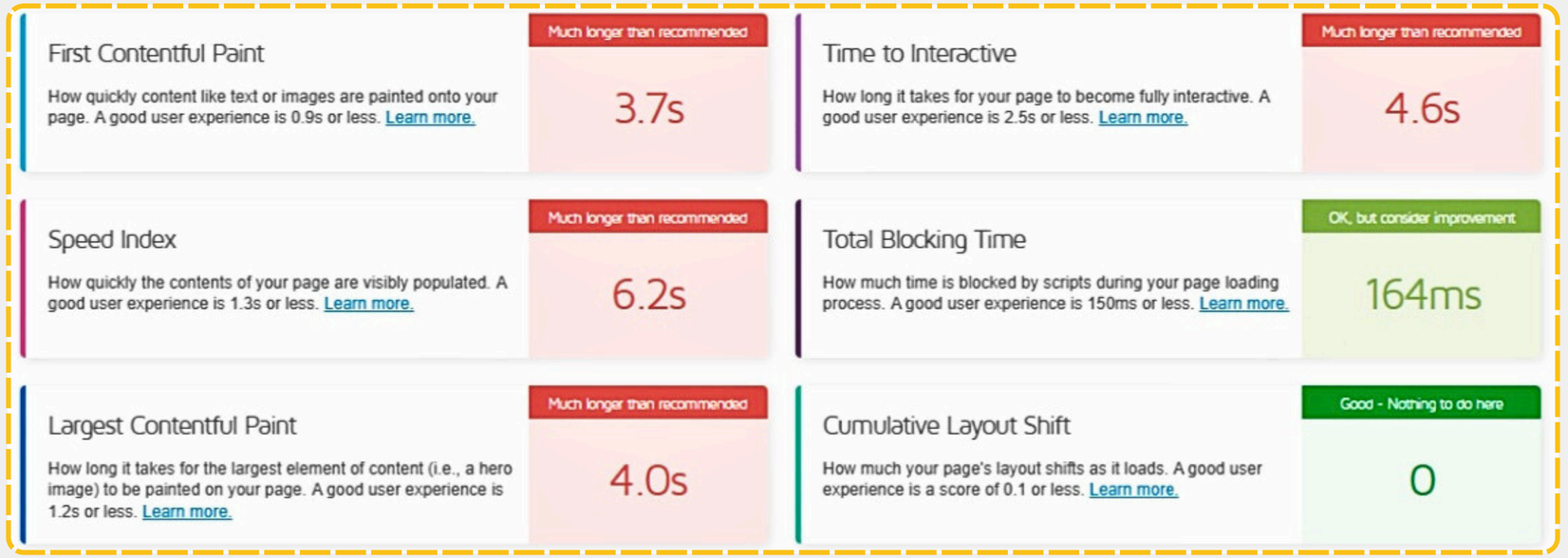
MONTHLY REPORTS OF

CreaCraft

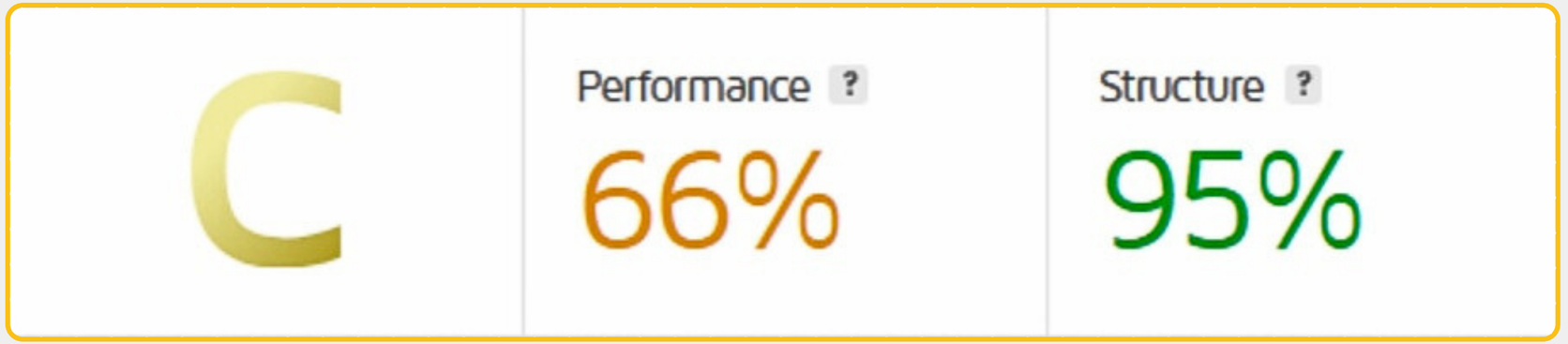
mycreacraft.com

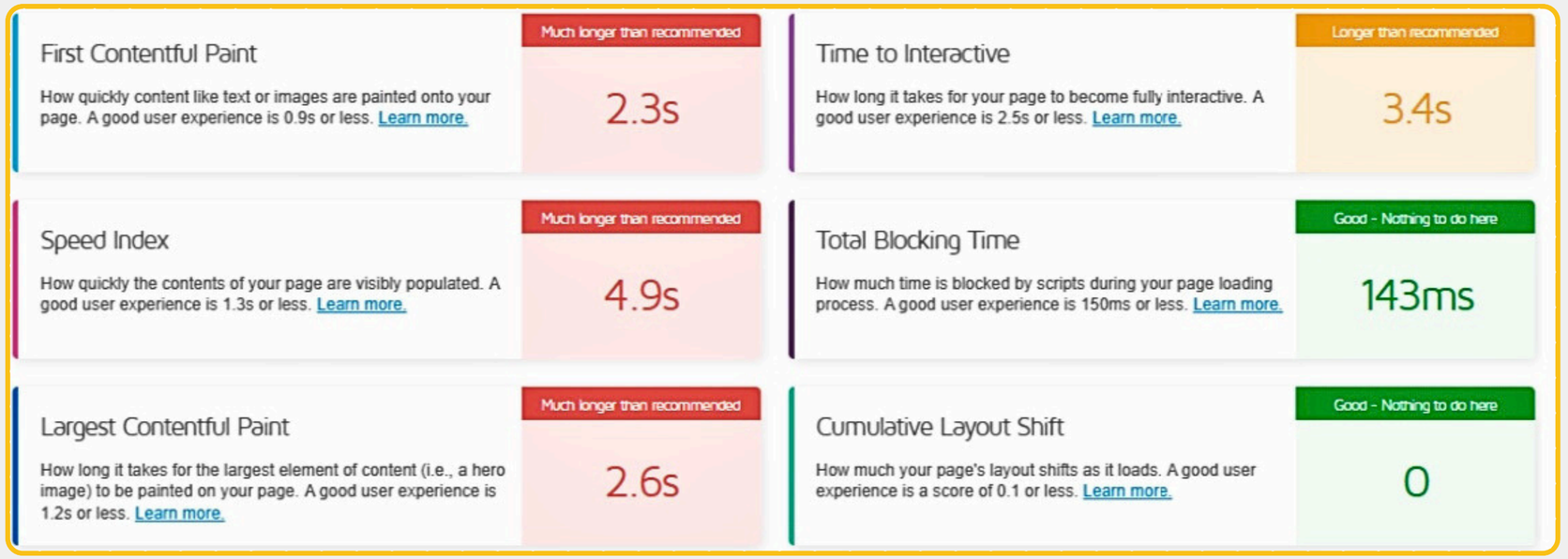
BEFORE


C
Performance ?
55%
Structure ?
94%


First Contentful Paint
How quickly content like text or images are painted onto your page. A good user experience is 0.9s or less. Learn more.
Much longer than recommended
3.7s
Time to Interactive
How long it takes for your page to become fully interactive. A good user experience is 2.5s or less. Learn more.
Much longer than recommended
4.6s
Speed Index
How quickly the contents of your page are visibly populated. A good user experience is 1.3s or less. Learn more.
Much longer than recommended
6.2s
Total Blocking Time
How much time is blocked by scripts during your page loading process. A good user experience is 150ms or less. Learn more.
OK, but consider improvement
164ms
Largest Contentful Paint
How long it takes for the largest element of content (i.e., a hero image) to be painted on your page. A good user experience is 1.2s or less. Learn more.
Much longer than recommended
4.0s
Cumulative Layout Shift
How much your page's layout shifts as it loads. A good user experience is a score of 0.1 or less. Learn more.
Good - Nothing to do here
0

AFTER


C
Performance ?
66%
Structure ?
95%


First Contentful Paint
How quickly content like text or images are painted onto your page. A good user experience is 0.9s or less. Learn more.
Much longer than recommended
2.3s
Time to Interactive
How long it takes for your page to become fully interactive. A good user experience is 2.5s or less. Learn more.
Longer than recommended
3.4s
Speed Index
How quickly the contents of your page are visibly populated. A good user experience is 1.3s or less. Learn more.
Much longer than recommended
4.9s
Total Blocking Time
How much time is blocked by scripts during your page loading process. A good user experience is 150ms or less. Learn more.
Good - Nothing to do here
143ms
Largest Contentful Paint
How long it takes for the largest element of content (i.e., a hero image) to be painted on your page. A good user experience is 1.2s or less. Learn more.
Much longer than recommended
2.6s
Cumulative Layout Shift
How much your page's layout shifts as it loads. A good user experience is a score of 0.1 or less. Learn more.
Good - Nothing to do here
0

SUMMARY OF COMPLETED SEO TASKS

01.

IMAGE SEO OPTIMIZATION

➛ **Action**:
◯ Compressed heavy images to improve page load speed.
◯ Added missing alt tags using relevant French keywords.
◯ Ensured title attributes and file names match SEO intent (e.g., atelier-peinture-paris.jpg, art-ceramique-fait-main.jpg).

➛ **Result:**
◯ Faster image load on desktop and mobile.
◯ Better image indexing in Google Images.
◯ Improved accessibility and contextual relevance.

02.

META TITLE & DESCRIPTION OPTIMIZATION

➛ **Action:**
◯ Reviewed and optimized meta titles and meta descriptions across priority pages.
◯ Integrated targeted French keywords such as:

■ atelier créatif paris
■ activités artistiques enfants
■ cours de poterie adultes

➛ **Result:**
◯ Increased click-through potential in SERPs.
◯ More accurate metadata aligned with searcher intent.

SUMMARY OF COMPLETED SEO TASKS

03.

COMPETITOR & KEYWORD ANALYSIS (FRENCH MARKET)

➛ **Action:**

◯ Identified French-based competitors offering similar workshops, courses, or creative services (e.g. lesartsdecoratifs.fr, wecandoo.fr).

◯ Conducted in-depth keyword difficulty (KD) and volume analysis.

◯ Most keywords were medium to high difficulty due to competitive market (e.g., cours peinture adulte, atelier poterie paris).

◯ Identified long-tail French keywords with lower difficulty but solid volume (see below).

➛ **Result:**

◯ These keywords now guide on-page content planning and future blog strategy.

◯ Positioned site for niche-focused, low-competition rankings.

HIGH OPPORTUNITY KEYWORDS FOUND

Keyword	Volume	Difficulty
atelier créatif paris	2,400	31
activité artistique enfant paris	1,300	28
cours poterie débutant	720	25
création bijoux fait main	590	27
peinture sur céramique paris	360	22

SEO TASKS & STRATEGY

Content Creation Plan (French-Focused)

Tasks:

⇛ Build blog content around low-difficulty, niche-specific French keywords.

⇛ Example topics:

■ "5 idées d'activités artistiques à Paris pour enfants et adultes"

■ "Pourquoi essayer la poterie comme activité relaxante ?"

⇛ Add FAQs on service pages to target rich snippet opportunities.

Local SEO Boost

Tasks:

⇛ Optimize for "near me" French phrases (e.g., atelier peinture près de moi).

⇛ Add structured data for LocalBusiness and Course schema.

⇛ Embed Google Maps, reviews, and French opening hours in local language..

SEO TASKS & STRATEGY

Backlink Outreach

Tasks:

⇛ Contact French creative blogs, event sites, and directories to build relevant backlinks.
⇛ Guest post or collaborate with local influencers/artists for exposure.

Internal Linking Strategy

Tasks:

⇛ Fix any remaining crawl issues or redirect chains.
⇛ Re-Submit sitemap to Google if there is any incorrect links found in existing
sitemap file.
⇛ Implement hreflang if planning multilingual targeting (e.g., English version of
site).