

SCAN TO
READ ONLINE

PROOF OF WORK · ISSUE 01

VOL. 26 · A RUNNING RECORD

The receipts, *not the pitch.*

A standing record of live retainers, read straight from Google Search Console and GA4. Real rankings, traffic, leads and revenue — sanitised for confidentiality, with every soft spot left in. New editions as the work compounds.

To put a record like this on your own site, book a teardown at **pyc.agency** — a fixed-price topical-authority audit and prioritised roadmap (£1,500, delivered in 10 working days, credited in full against your first retainer month). Questions: info@philyarrow.co.uk.

PREFACE

How to read these.

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- 01 Straight from source. Every number is exported from Google Search Console (rankings, clicks, impressions) or GA4 (channels, leads, revenue). Nothing is modelled or embellished.

02 Sanitised identity, not results. Clients are named by sector and region only – engagements are under NDA. The numbers are untouched.

03 The window is stated. Search Console figures cover the last 16 months; GA4 channel and conversion figures are lifetime and GA4-tracked, so treat them as floors.

04 Soft spots stay in. Where clicks fell, or a channel under-performs, the Analyst's Note says so. A report you can trust is one that admits its own caveats.

Sourced from Google Search Console and GA4 · exported 14 July 2026 · sanitised by identity, not altered. Happy to walk you through the live dashboards on a call.

01	Signage & personalisation e-commerce	£11,244
02	Prestige-marque automotive specialist	5+ YRS
03	Domestic glazing & window repair	~5x
04	Auto locksmith & vehicle key replacement	505
05	Compliance & quality-management software	NEAR-ZERO → P2

REPORT № 01 · SIGNAGE & PERSONALISATION E-COMMERCE — RETAINER · E-COMMERCE

£11,244 in organic sales, from 28% of the traffic.

THE SITUATION

A direct-to-consumer sticker store, effectively invisible for the generic category terms its buyers actually search.

THE WORK

Built the category out as a topical map: a semantic content network of collection pages and supporting guides, with entity-complete coverage of the product space and the automation to keep it shipping.

TOPICAL MAP

SEMANTIC CONTENT NETWORK

COLLECTION + CONTENT CLUSTERS

AUTOMATED PRODUCTION

THE EVIDENCE

SHARE OF VISITS

28%

SHARE OF ORDERS

57%

+131%

organic clicks, year-over-year

93%

of clicks non-brand

1,176

orders from organic search

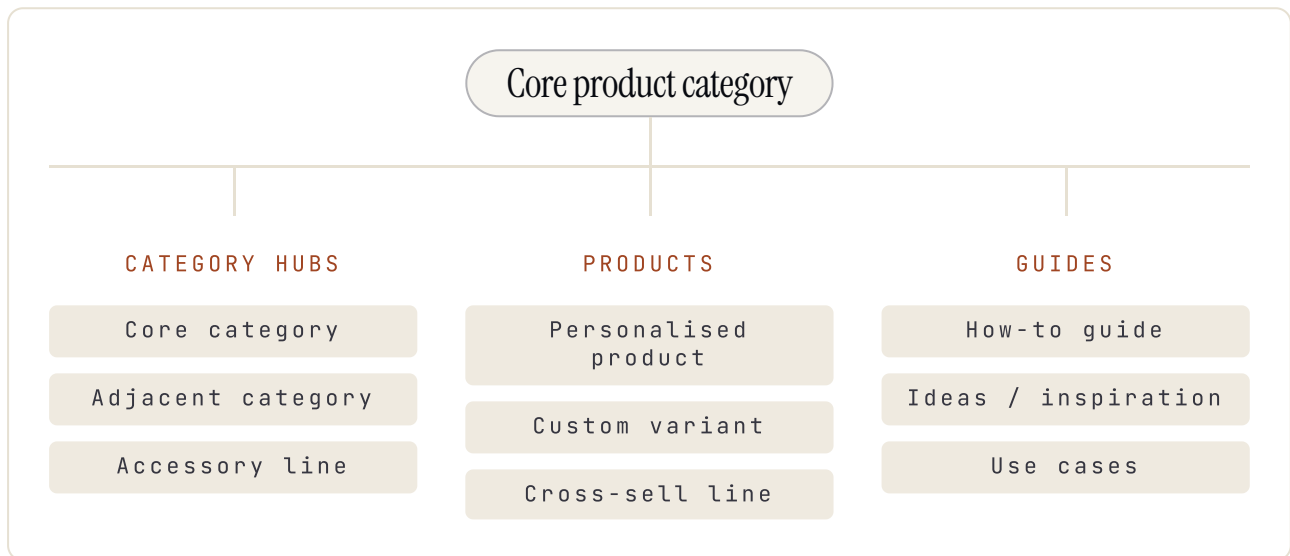
£11,244

organic revenue (GA4-tracked)

ANALYST'S NOTE

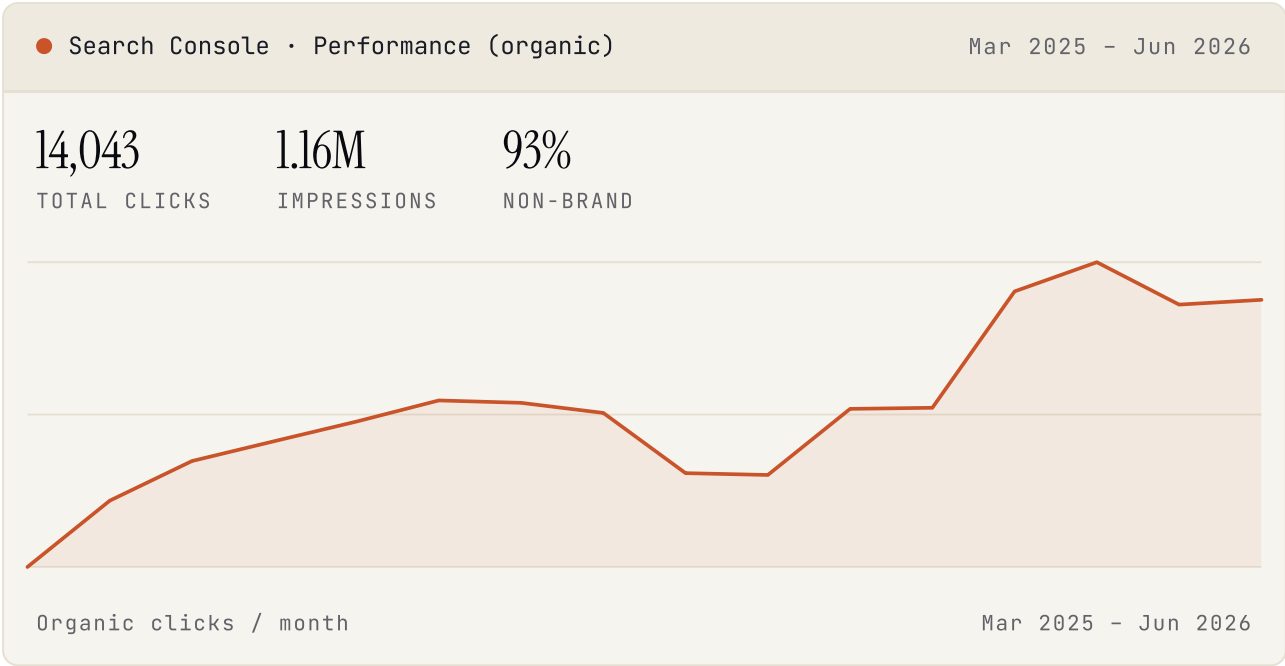
Organic is 28% of the traffic but 57% of the orders — it converts at roughly twice the weight of every other channel. Revenue is GA4-tracked and lifetime, so read it as a floor.

THE SYSTEM WE BUILT



Category hub + product and guide spokes — the content network that owns the head term.

AS RECORDED IN THE EXPORT



GA4 · organic-attributed purchases and revenue · exported 14 Jul 2026

WHERE IT RANKS NOW

category head term	#3
category short-tail	#3
product-line term	#5
category + modifier	#6

The pattern PYC builds for: coverage compounds into authority, authority captures non-brand demand, and non-brand demand is the traffic that buys.

REPORT № 02 · PRESTIGE-MARQUE
AUTOMOTIVE SPECIALIST

RETAINER · 5+ YEARS · LOCAL SERVICE

#1 for the marque
in its town, and
organic drives two-
thirds of the business.

THE SITUATION

An independent specialist garage for a premium car marque, competing for local search against franchised dealers with far bigger budgets.

THE WORK

A per-town local-page network plus a deep owner-symptom content cluster — the questions drivers actually type — establishing topical authority on the marque across the whole service area.

PROGRAMMATIC LOCAL PAGES

OWNER-SYMPTOM CONTENT CLUSTER

LOCAL + TECHNICAL SEO

THE EVIDENCE

ORGANIC SEARCH · SHARE OF ALL TRAFFIC

68%

68%

of all traffic from organic search

#1

local ranking for the marque

78

booked appointments (organic)

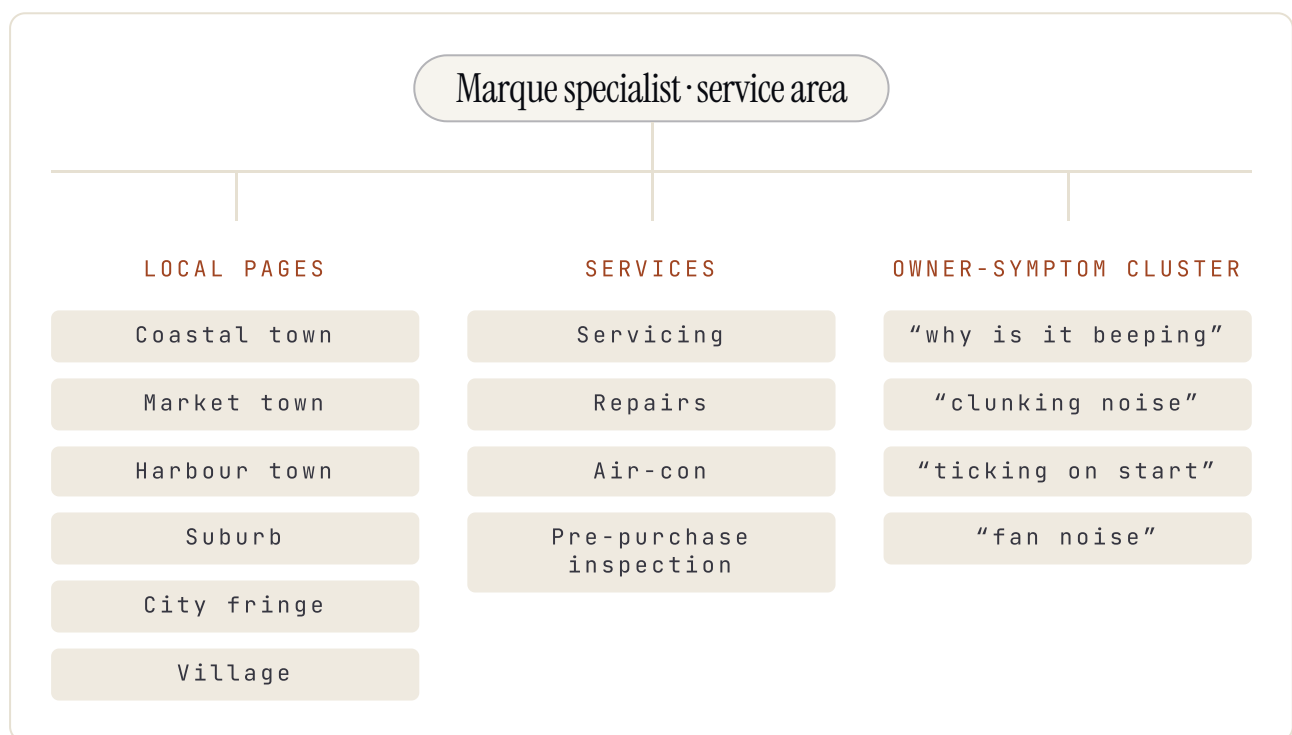
5+ yrs

on retainer, still shipping

ANALYST'S NOTE

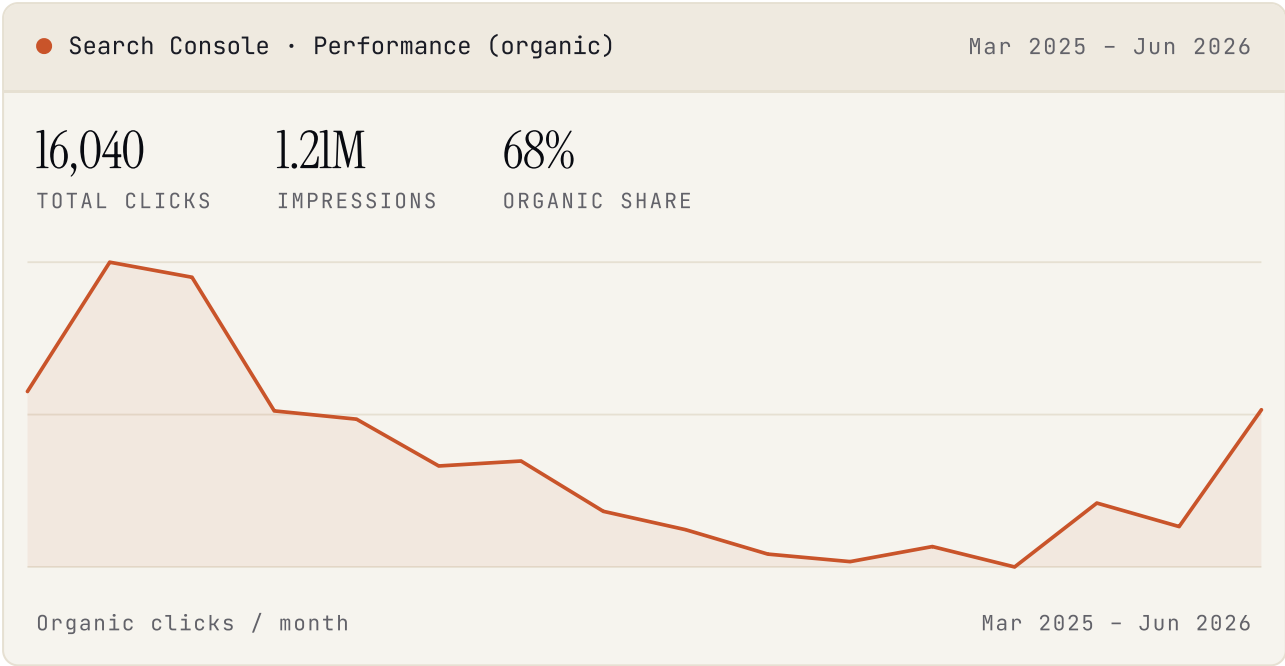
Recent-window clicks softened as the early content cluster matured — but average position climbed from page 2 to the top of page 1, and the commercial local terms that fill the workshop rank #1. For a garage, that is the number that matters, not blog traffic.

THE SYSTEM WE BUILT



A per-town page for every town in the service area, plus an owner-symptom content cluster.

AS RECORDED IN THE EXPORT



GSC + GA4 · 16-month rankings and lifetime channel mix · exported 14 Jul 2026

WHERE IT RANKS NOW

marque + town	#1
marque specialist + town	#1
marque specialist + nearby town	#3
marque specialist + city	#7

Longevity is its own proof: five years on one retainer, with organic search built into the backbone of how the business gets customers.

REPORT № 03 · DOMESTIC GLAZING & WINDOW REPAIR — RETAINER · LOCAL TRADE

From page 5 to page 2, then the curve breaks upward.

THE SITUATION

A local glazing and misted-window repair business, ranking on page five for its core commercial terms — effectively unfindable.

THE WORK

Twelve months of patient topical and local coverage building the foundation, then the compounding pays off: collection and content pages crossing into page two, and traffic accelerating.

TOPICAL AUTHORITY

LOCAL SEO

COLLECTION + CONTENT BUILD

THE EVIDENCE



Organic clicks, 16 months. Foundation (grey), then breakout (copper).

46 → 24

AVERAGE POSITION · PAGE 5 → PAGE 2-3

~5×

organic clicks, recent quarter YoY

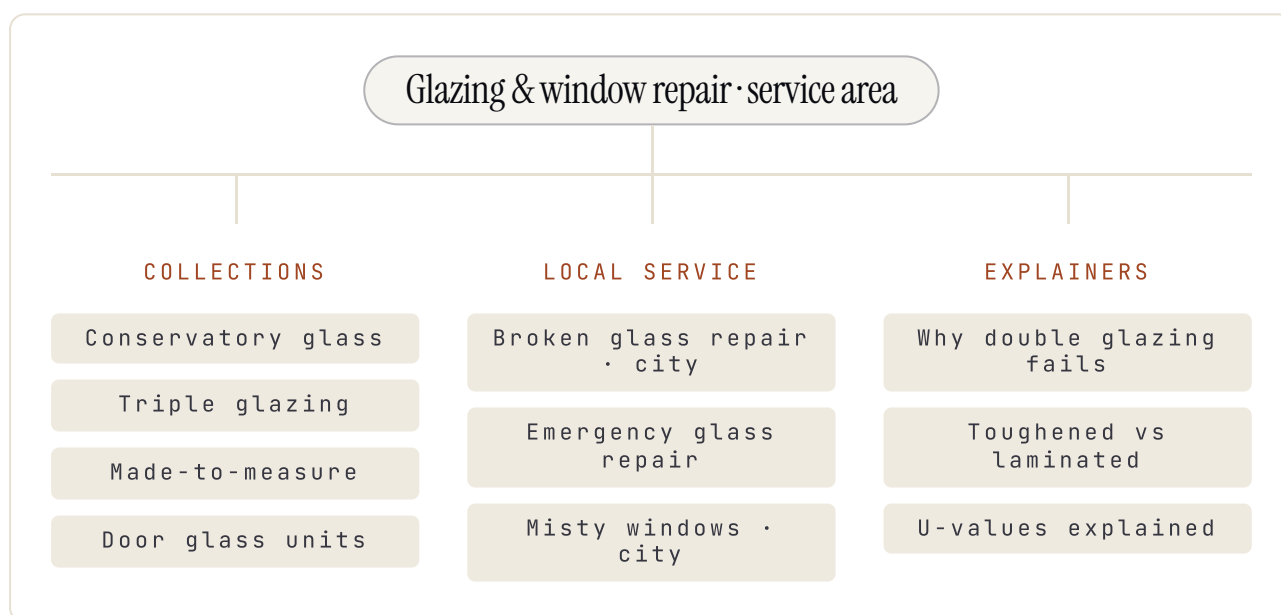
+22

places in average position

ANALYST'S NOTE

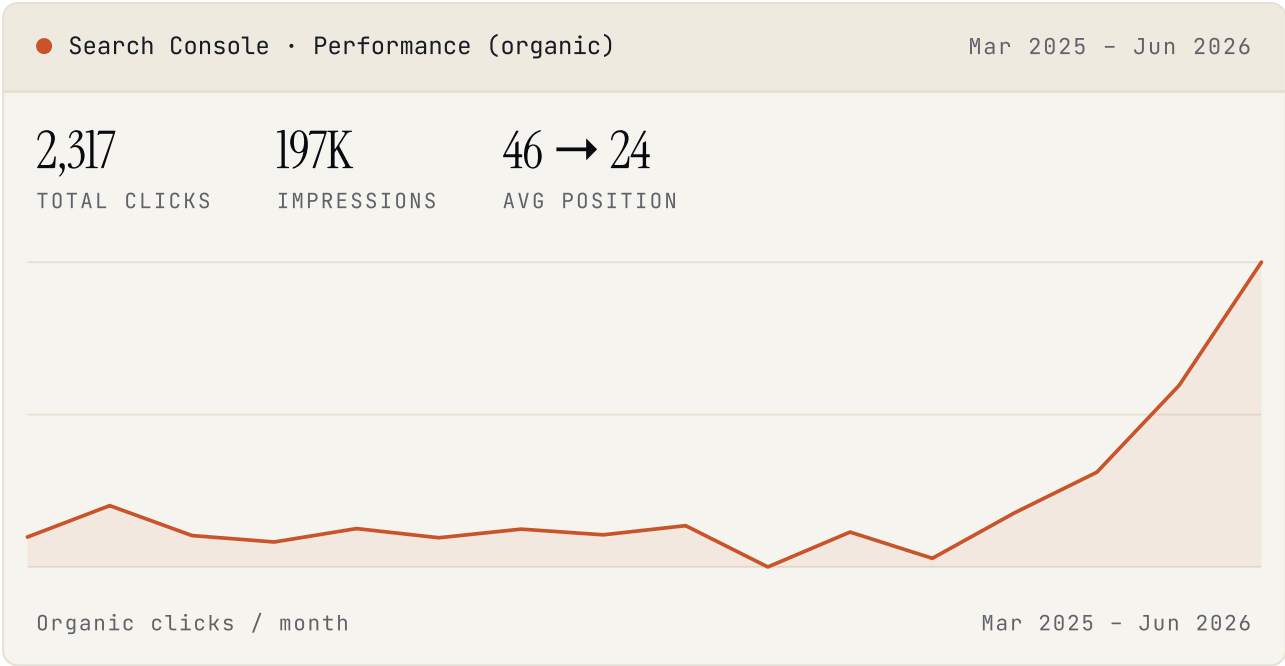
This is the clearest compounding curve in the portfolio: flat while coverage and history accumulate, then acceleration. It is the single best illustration of why the work takes patience — and why patience pays.

THE SYSTEM WE BUILT



Commercial collection pages, local service pages and an explainer content cluster.

AS RECORDED IN THE EXPORT



GSC · 16-month organic clicks and position · exported 14 Jul 2026

WHERE IT RANKS NOW

misty windows + city	#7
double glazing repairs near me	#11
window pane replacement	CLIMBING —

Topical authority is not a spike you buy. It is an asset that compounds — and the curve is what compounding looks like.

REPORT № 04 · AUTO LOCKSMITH & VEHICLE KEY
REPLACEMENT

RETAINER · REGIONAL LEAD-GEN

505 qualified leads
from organic, and 77%
of all new customers.

THE SITUATION

A mobile auto-locksmith competing across a region for high-intent, emergency-driven searches — the kind that convert fast when you rank.

THE WORK

A per-marque key-replacement network and per-area service pages, anchored by a genuinely authoritative technical guide that owns a query set competitors ignore.

PROGRAMMATIC SERVICE PAGES

PER-MARQUE COVERAGE

TECHNICAL AUTHORITY CONTENT

THE EVIDENCE

ORGANIC SEARCH · SHARE OF NEW CUSTOMERS

77%

38 → 19

AVERAGE POSITION · PAGE 4 → PAGE 2

77%

of new customers from organic

505

qualified leads (organic)

3,045

completed enquiries (organic)

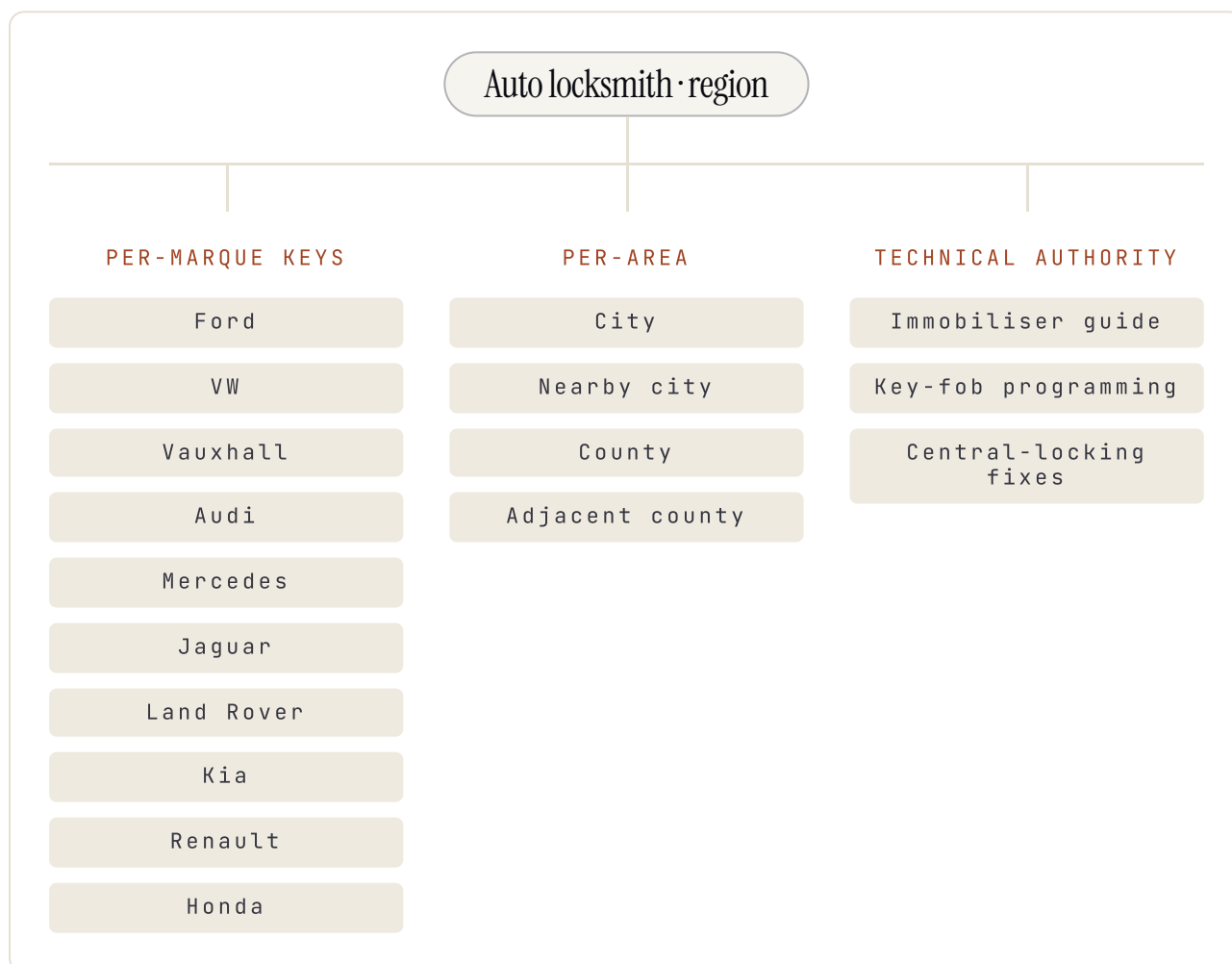
161

queries ranking in the top 3

ANALYST'S NOTE

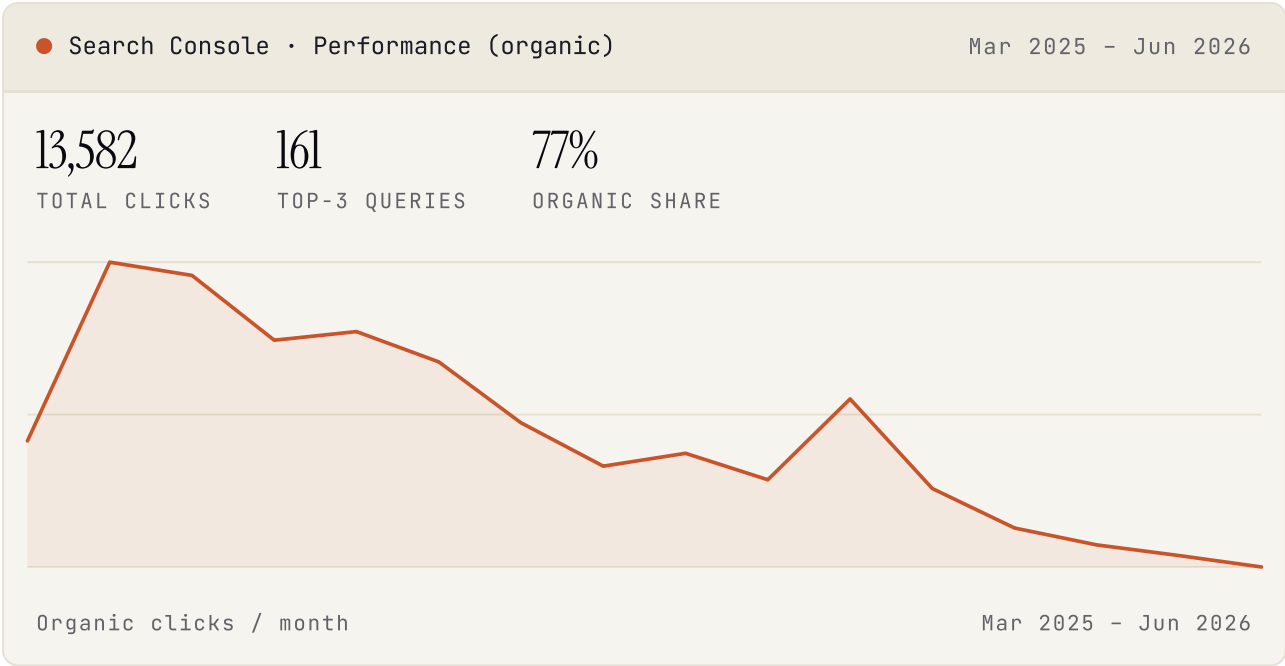
*Total clicks fell over the window as an early viral guide matured — stated plainly.
But average position improved ~20 places to page two, 161 queries now rank top-three,
and organic is the dominant source of actual leads. Quality replaced raw volume.*

THE SYSTEM WE BUILT



A page for every marque and every service area, plus a flagship technical guide.

AS RECORDED IN THE EXPORT



GA4 · organic-attributed leads · exported 14 Jul 2026

WHERE IT RANKS NOW

mobile car key replacement + city	#3
transit immobiliser reset	#3
car key replacement + city	#6
auto locksmith + city	#8

For a lead-gen trade, rankings are only worth what they convert. Here organic search is 77% of the customer pipeline.

REPORT № 05 · COMPLIANCE & QUALITY-MANAGEMENT SOFTWARE

RETAINER · B2B SAAS · FOUNDATION

Category visibility from near-zero to page-2 rankings on head terms.

THE SITUATION

A B2B compliance-software brand invisible for the competitive category head terms that define its market.

THE WORK

Dedicated category pages and a compliance-topic content programme, building non-brand visibility in a space where the head terms are hard-won and slow to move.

CATEGORY PAGE ARCHITECTURE

B2B TOPIC PROGRAMME

ENTITY COVERAGE

THE EVIDENCE

ORGANIC SEARCH · SHARE OF TRAFFIC

17% AND CLIMBING

3×+

non-brand impressions growth

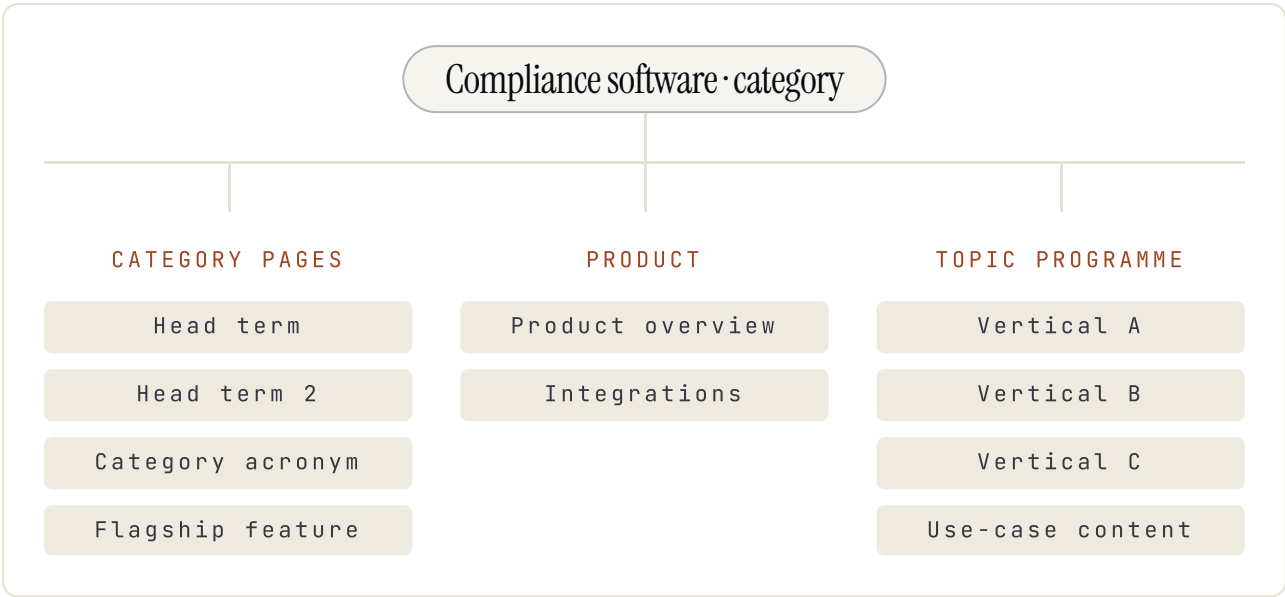
36→24

average position on head terms

ANALYST'S NOTE

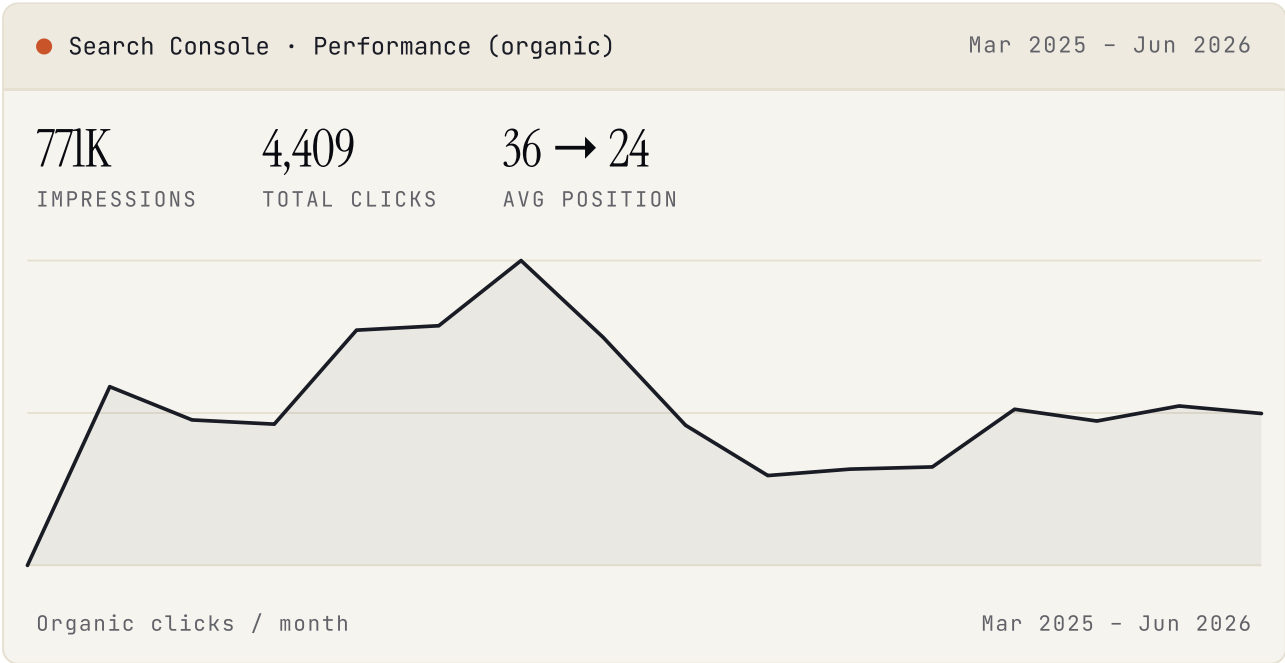
The honest one. The rankings foundation is built and improving, but organic is not yet a demo engine — it drove only a handful of booked meetings. This is a leading indicator, not a finished result. We show the in-progress work too.

THE SYSTEM WE BUILT



Category pages for each head term, fed by a compliance-topic content programme.

AS RECORDED IN THE EXPORT



GSC · 16-month non-brand impressions and position · exported 14 Jul 2026

WHERE IT RANKS NOW

mid-tail category term	#6
category head term	#12
category acronym	#29
primary head term	BUILDING #47

Not every report is a victory lap. Competitive B2B
head terms take time; the foundation is laid and
moving the right way.

THE THROUGH-LINE

FIVE BUSINESSES, ONE PATTERN

Coverage compounds
into authority. Authority
captures demand.
Demand pays.

Across five sectors — e-commerce, automotive, trades, SaaS — the same
engine: topical authority, built and automated end to end, turning organic
search into the primary way each business gets customers. Where it is
still building, we say so.

THE SAME READ, ON YOUR SITE.



The receipts are yours to check.

Every figure is exported from Google Search Console and GA4, sanitised by identity under NDA, and left unaltered — soft spots included. To put a record like this on your own site, book a teardown: a fixed-price topical-authority audit and roadmap, £1,500, credited to your first retainer month.

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