01 / CLIENT PROJECTS

# Seenby

Technical shop implementation and search optimisation.

View online

COMPANY REFERENCE

The Seenby company reference connects the technical implementation of an online shop with search engine optimisation. It focuses on the relationship between a working website and technical discoverability.



Digital photographic art at work · Image related to the subject.

AREAS OF WORK

**Online shop · Web development · SEO**

## The project in context

The published portfolio describes Seenby as an online shop whose website was technically implemented and optimised for search engines. Its scope therefore combines development and SEO. I include this example because a shop should not be judged by its visible interface alone: its technical foundation and search-engine preparation are distinct parts of the brief. The reference brings both perspectives together as a basis for considering technical delivery and discoverability in one project.

## Brief & objectives

The task combines technical implementation and search optimisation for the shop website. It does not imply a redevelopment of every business process operated by the retailer.

## My project connection

I present Seenby as a company reference for technical web delivery and search-engine optimisation. It illustrates an approach I also value for new projects: planning implementation and discoverability together.

## What distinguishes this reference

**Online shop**

The published reference explicitly identifies the website as a shop.

**Technical implementation**

Technical delivery of the website forms part of the stated scope.

**SEO included**

Search optimisation is documented as work performed, not a guaranteed ranking.

## System thinking & context

For comparable projects, I consider technical implementation and discoverability jointly. I would first examine content, navigation and technical requirements, then develop an appropriate structure.

## Practical value

The reference combines technical shop delivery and SEO in one project. It illustrates why building an online presence and preparing it for search engines should be planned together.

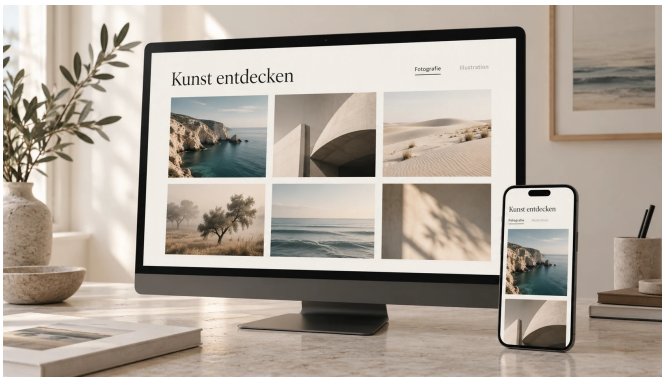
## Context & documentation

The technical account is based on the older publicly available portfolio. It describes company work and does not establish my sole personal authorship of the entire project.

## Could this approach work for your project?

Want to improve your shop’s technical setup and discoverability? Let us assess its structure, requirements and priorities.

# A closer look at the project

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Photographic art in an interior · Image related to the subject.



Image collection and selection · Image related to the subject.



Photography and framing · Image related to the subject.

# Further insights

### Public reference source

External project documentation.

**Explore the project online** →

**Arrange an initial conversation** →

**All references online**