

DAN GOMERA



PORTFOLIO LINK - <https://jordangomera.pinoyseexpert/>

**IMPROVE SEARCH ENGINE VISIBILITY.
GROW REVENUE.**

SKILLS

SEO SPECIALIST

CONTENT WRITER

WORDPRESS DEV (Elementor)

FRONT END WEB DEV (HTML, CSS, Javascript, Bootstrap and ReactJS) - Entry Level

EXPERIENCE

Content Writer at Jude The Tourist (Philippines) - Travel Website

- *Keyword research, Identify relevant keywords and phrases that target audiences are searching.*
- *H1, H2, Title and meta description Optimization with Keywords*
- *Content SILO/Topical map planning to gain Authority*
- *Image Optimization with optimized ALT text.*
- *Internal Linking to relevant pages*
- *Editing and Proofreading*

SEO Specialist at DDS Diamonds Design Studio (Australia) - Service / E-commerce Website

- *Optimized website content and structure, improving on-page SEO and increasing organic traffic.*
- *Conducted comprehensive keyword research to identify high-potential keywords, enhancing search visibility.*
- *Implemented site speed optimizations and mobile-friendly designs, reducing bounce rates.*
- *Developed and executed a backlink strategy, securing high-quality links and boosting domain authority.*
- *Utilized tools like Google Analytics and Search Console to track website performance, providing regular reports and actionable insights to the marketing team.*
- *Focused on local SEO tactics, improving local search rankings and driving more local traffic.*
- *Conducted ongoing competitor analysis to identify opportunities and adjust strategies, ensuring competitive advantage.*
- *Regular SEO Audit.*

SEO / Web Developer at Lockbaud LLC (USA) - Service / IT Company

- *Implemented on-page and technical SEO strategies to enhance website performance and search engine rankings.*
- *Conducted keyword research and integrated SEO best practices into website content, boosting organic traffic.*
- *Monitored and analyzed website analytics using tools like Google Analytics and Search Console, providing actionable insights for continuous improvement.*
- *Developed and executed a backlink strategy, securing high-quality links to improve domain authority.*
- *Ensured websites were mobile-friendly and optimized for speed, improving overall user satisfaction.*
- *Developed and maintained the company website using WordPress and Elementor, ensuring a user-friendly and visually appealing interface.*
- *Conducted website audits and provided recommendations for technical SEO improvements.*
- *Created engaging and SEO-friendly blog posts, articles, and web content to drive user engagement and improve search visibility.*
- *Developed and executed email marketing campaigns, crafting compelling copy to engage subscribers and drive conversions.*
- *Edited and proofread content to ensure clarity, coherence, and adherence to brand guidelines.*

SERVICES

- *Regular SEO Audits*
- *Keyword Research and Analysis*
- *Competitor Analysis*
- *Optimize Local SEO*
- *Optimize Website Content and Structure*
- *On-page Optimization*
- *Off-page Optimization*
- *Create and Optimize XML sitemaps*
- *Monitor Website Performance and Rankings*
- *Implement Technical SEO Strategies*
- *Develop and Implement Link-building Strategies*
- *Monitor and Manage Online Reputation*
- *Create High Quality Content*
- *Wordpress design using Elementor*
- *Content SILO / Topical Map*

VALUE PROPOSITION

- *Increased Organic Traffic*
- *Quality Link Building*
- *Improved User Experience*
- *Technical SEO Optimization*
- *Content Optimization*
- *Targeted Keyword Research*
- *Local SEO Enhancement*
- *Comprehensive SEO Audits*
- *Advanced On-Page Optimization*
- *Conversion Rate Improvement*
- *Schema Markup Implementation*
- *Voice Search Optimization*

TOOLS

- SEMRush
- Ahrefs
- SearchAtlas
- Google Search Console
- Google Analytics

- Ubersuggest
- Keyword Planner
- Answer the Public
- SurferSEO
- Screamingfrog
- Wordpress
- Google Webmaster Tools
- Slack
- Microsoft Teams
- Geoimgr
- Hostinger
- Looker Studio
- Google Sheets
- Google Drive
- Yoast SEO
- Rank Math
- Google
- Visual Studio Code
- ChatGPT
- Claude
- Gemini
- Copilot
- Canva
- Glasshive
- Bluestrawberry

ASSOCIATED WITH:

PinoySEO

Pipie.co

Malachisoft - *Agency*

SEO CERTIFICATES



WORDPRESS CERTIFICATE



CERTIFICATE OF PARTICIPATION

THIS CERTIFICATE IS PROUDLY PRESENTED TO:

Jordan Mesa Gomera

for successfully participating in Wordpress Training for SEO, Backup & Restore and Security Plugin - Online Course, with the following course outline:
Advantages of Wordpress, Disadvantages of Wordpress, Install Wordpress, Dashboard parts and function, Wordpress site setting, Changing Themes, Customize Appearance, Create page, Create Menus, Upload Media, Feature Image, Widgets.

This 17th day of December 2023


Clint D. Pudadera
WORDPRESS COACH


DHAMEILYN A. SARNO
Coach | ProVAPH Co Founder