

Experience



[Search Engine Optimization Manager](#)
[Search Engine Optimization Manager](#)
[insightsoftware · Full-time](#)
[insightsoftware · Full-time](#)
[Feb 2023 - Present · 3 yrs 1 mo](#)
[Feb 2023 to Present · 3 yrs 1 mo](#)
[Raleigh, North Carolina, United States · Remote](#)
[Raleigh, North Carolina, United States · Remote](#)

- ➔ Continuously research, test, and apply AI-driven SEO strategies, informed by insights from leading voices in the industry.
➔ Lead large cross-team website redesign projects
➔ Research search trends and ideate new SEO strategies
➔ Develop and execute marketing strategies aligned to buyer personas and lifecycle stages
➔ Analyze website performance, make SEO best practices recommendations, and partner cross functionally to deploy continuous improvement of website performance
➔ Develop and deliver content marketing and technical SEO best practices for content migrations.
➔ Project manage the development of new website landing pages and the translation and localization of content marketing initiatives
➔ Prioritize and execute with our all-star engineering team to implement and roll out new features and content
➔ Communicate, coordinate, and align with many stakeholders across different parts of the organization. ➔ Continuously research, test, and apply AI-driven SEO strategies, informed by insights from leading voices in the industry. ➔ Lead large cross-team website redesign projects ➔ Research search trends and ideate new SEO strategies ➔ Develop and execute marketing strategies aligned to buyer personas and lifecycle stages ➔ Analyze website performance, make SEO best practices recommendations, and partner cross functionally to deploy continuous improvement of website performance ➔ Develop and deliver content marketing and technical SEO best practices for content migrations. ➔ Project manage the development of new website landing pages and the translation and localization of content marketing initiatives ➔ Prioritize and execute with our all-star engineering team to implement and roll out new features and content
➔ Communicate, coordinate, and align with many stakeholders across different parts of the organization.
- Skills: HTML · Search Engine Optimization (SEO) · Google Analytics Skills: HTML · Search Engine Optimization (SEO) · Google Analytics



[Freelance SEO Consultant & Web Developer](#)
[Freelance SEO Consultant & Web Developer](#)
[SEObyMichael · FreelanceSEObyMichael · Freelance](#)
[Sep 2012 - Present · 13 yrs 6 mos](#)
[Sep 2012 to Present · 13 yrs 6 mos](#)
[United States · Remote](#)
[United States · Remote](#)

- I help small, medium, large sized businesses figure out web traffic and search engine ranking issues, by conducting various kinds of audits and user engagement profiles and determine solutions

that will get the results my clients desire.

I also am able to implement said solutions and add various web elements and design that will better assist client's customers interactions and continued interest.

I handle disaster recovery and clean up from past SEOs and Developers who may have provided less than ideal services.

Transparency and quality of service are my goals, I like to help educate clients on the why things may of happened and how they will be resolved from my actions.

Worked with the following Monitoring / Crawling tools:

Webmaster Tools, both Google & Bing

Google AdWords

Google Analytics

Google Tag Manager

Screaming Frog SEO crawler & Log Analyzer

CMS(s) I Have Years of Experience with:

Wordpress

Drupal 7 & 8

HTML & CSS

Experience using the following SEO Sites:

Ahrefs (Scans, because they're top notch)

Pingdom.tools

MOZ (Q&A Boards)

MajesticSEO

SEMRush

I help small, medium, large sized businesses figure out web traffic and search engine ranking issues, by conducting various kinds of audits and user engagement profiles and determine solutions that will get the results my clients desire. I also am able to implement said solutions and add various web elements and design that will better assist client's customers interactions and continued interest. I handle disaster recovery and clean up from past SEOs and Developers who may have provided less than ideal services. Transparency and quality of service are my goals, I like to help educate clients on the why things may of happened and how they will be resolved from my actions.

Worked with the following Monitoring / Crawling tools: Webmaster Tools, both Google & Bing Google AdWords Google Analytics Google Tag Manager Screaming Frog SEO crawler & Log Analyzer CMS(s) I Have Years of Experience with: Wordpress Drupal 7 & 8 HTML & CSS Experience using the following SEO Sites: Ahrefs (Scans, because they're top notch) Pingdom.tools MOZ (Q&A Boards) MajesticSEO SEMRush



[SEOByMichael](#)

[Fixing Broken SEO, Not monitoring the SEO of your website, can lead to dramatic slow down in your web traffic and thus goal conversions, if you've had a previous SEO agency or freelancer SEO not Read more...](#)



[Founder, Digital Marketer, Web Developer](#)

[Founder, Digital Marketer, Web Developer](#)

[Altcurrencyhelp.com](#)

[Altcurrencyhelp.com](#)

[Jan 2014 - Present · 12 yrs 2 mos](#)

[Jan 2014 to Present · 12 yrs 2 mos](#)

[Washington DC-Baltimore Area](#)

[Washington DC-Baltimore Area](#)

- Website Load Time - 1.09 s
<https://tools.pingdom.com/#!/cV7UwC/http://altcurrencyhelp.com/>

A site to help introduce you to cryptocurrency as well provide a place to get help on a compiled selection of the web's mining and trading help topics.

Our Mission:

To bring the cryptocurrency community the information they demand, and have been asking for, to stay up to date with newest coins and trends / speculations. To be a stopping point for newbies and veterans alike to help one another learn as much as they can so everyone can make a more informed decision with their cryptocurrency.

Business page on Cointelegraph - <https://cointelegraph.com/news/altcurrency-help>
 Website Load Time - 1.09 s <https://tools.pingdom.com/#!/cV7UwC/http://altcurrencyhelp.com/> A site to help introduce you to cryptocurrency as well provide a place to get help on a compiled selection of the web's mining and trading help topics. Our Mission: To bring the cryptocurrency community the information they demand, and have been asking for, to stay up to date with newest coins and trends / speculations. To be a stopping point for newbies and veterans alike to help one another learn as much as they can so everyone can make a more informed decision with their cryptocurrency. Business page on Cointelegraph - <https://cointelegraph.com/news/altcurrency-help>

- [CRYPTOCURRENCY HELP & ALTCOIN GUIDES](#)
Cryptocurrency help from around the web all in one place, from blockchain information to how to fix an issue with your wallet.Cryptocurrency help from around the web all in one place, from blockchain information to how to fix an issue with your wallet.



[Director Search Engine Optimization](#)
 Director Search Engine Optimization
 SocketLabs · Full-time
[SocketLabs · Full-time](#) Dec 2021 - Sep 2022 · 10 mos
[Dec 2021 to Sep 2022 · 10 mos](#)
 Remote

- I oversaw content writers & devs, issued keyword research to develop content for target audiences, and supervised website developers to diagnose page load speed and other technical SEO variances. I collaborated with SEM to spearhead keyword rankings and tracking. I employed analytical capabilities to assess all new content for SEO best practices. Was hired to come into a broken system for organic search presence and identify issues to solve for.

Key Accolades

- ➔ Fueled continuous quality improvement to boost organic growth by 10% and Click Through Rate (CTR) % by an average of 2% across all pages by implementing spreadsheets on what pages were established, designed a map of what they had, and determined needs to match URLs to the keywords to monitor engagement after the creation of content.
- ➔ Focused on results to formulate a strategy to update and streamline existing content for better ranking and a new sitemap for the website to strategically utilize keywords for target audiences.
- ➔ Quarterbacked developing and designing a new glossary section to yield a 25% improvement in targeted keyword rankings.I oversaw content writers & devs, issued keyword research to develop content for target audiences, and supervised website developers to diagnose page load speed and other technical SEO variances. I collaborated with SEM to spearhead keyword rankings and tracking. I employed analytical capabilities to assess all new content for SEO best practices. Was hired to come into a broken system for organic search presence and identify issues to solve for. **Key Accolades** ➔ Fueled continuous quality improvement to boost organic growth by 10% and Click Through Rate (CTR) % by an average of 2% across all pages by implementing spreadsheets on what pages were established, designed a map of what they had, and determined needs to match URLs to the keywords to monitor engagement after the creation of content. ➔ Focused on results to formulate a strategy to update and streamline existing content for better ranking and a

new sitemap for the website to strategically utilize keywords for target audiences. ➔ Quarterbacked developing and designing a new glossary section to yield a 25% improvement in targeted keyword rankings.

- Skills: Keyword Research · HTML · Web Design · Search Engine Optimization (SEO)Skills: Keyword Research · HTML · Web Design · Search Engine Optimization (SEO)



[Search Engine Optimization Manager](#)

Email on Acid by Sinch · Full-timeEmail on Acid by Sinch · Full-timeJun 2021 - Dec 2021 · 7 mosJun 2021 to Dec 2021 · 7 mosRemoteRemote

- I employed SEO expertise to manage SEO strategy and audit and establish SEO adjustments. I initiated on-page SEO reviews before the launch of content. I brainstormed and vetted keyword focus and optimization.

Key Accolades

➔ Boosted CTR by 3% and added 200 targeted keywords ranked in the Top 20 by adding extra content and updating existing pages.I employed SEO expertise to manage SEO strategy and audit and establish SEO adjustments. I initiated on-page SEO reviews before the launch of content. I brainstormed and vetted keyword focus and optimization. **Key Accolades** ➔ Boosted CTR by 3% and added 200 targeted keywords ranked in the Top 20 by adding extra content and updating existing pages.

- Skills: HTML · Search Engine Optimization (SEO)Skills: HTML · Search Engine Optimization (SEO)
- [Search Engine Optimization Manager](#)
[Search Engine Optimization Manager](#)
Pathwire by Sinch · Full-timePathwire by Sinch · Full-timeJan 2021 - Dec 2021 · 1 yrJan 2021 to Dec 2021 · 1 yrRemoteRemote
- I displayed natural leadership ability to coordinate global enterprise SEO strategy and various organic brand visibility in SERPs. I initiated, controlled, and scaled SEO language tags for the company's global web properties. I interfaced with developers to engineer a custom SEO strategy for highly technical website discrepancies.

Key Accolades

➔ Orchestrated year-long website creation that integrated 2 global brands into 1 across multiple cross-functional teams globally.I displayed natural leadership ability to coordinate global enterprise SEO strategy and various organic brand visibility in SERPs. I initiated, controlled, and scaled SEO language tags for the company's global web properties. I interfaced with developers to engineer a custom SEO strategy for highly technical website discrepancies. **Key Accolades** ➔ Orchestrated year-long website creation that integrated 2 global brands into 1 across multiple cross-functional teams globally.

- Skills: HTML · Digital Marketing · Search Engine Optimization (SEO)Skills: HTML · Digital Marketing · Search Engine Optimization (SEO)



[Search Engine Optimization Specialist](#)

Mailjet by Sinch · Full-timeMailjet by Sinch · Full-timeNov 2019 - Dec 2021 · 2 yrs 2 mosNov 2019 to Dec 2021 · 2 yrs 2 mosRemoteRemote

- I administered global enterprise SEO strategy for organic visibility in SERPs and SEM to handle paid side of marketing operations. I investigated and developed content solutions to improve conversion rates inside sales funnels.

Key Accolades

➔ Focused on results to surpass organic traffic company goals by 30% in YOY comparison.
➔ Migrated global enterprise website twice, while not losing organic traffic & current ranking keywords.

- ➔ Produced 25% organic growth by developing a vast spreadsheet, reviewed all 4 languages, and matched languages with HREF tags (language tags) by making a structure with developers that included a special code; increased pages' visibility by matching languages with tags and converting potential leads to customers; 2k keywords in 4 different languages from 500 in English.
- ➔ Catapulted a 10% organic increase, 2% click-through rate increase, and ~200 keywords and started ranking in the Top 50 by moving the German page into a subdomain to integrate the page with the Mailjet brand. I administered global enterprise SEO strategy for organic visibility in SERPs and SEM to handle paid side of marketing operations. I investigated and developed content solutions to improve conversion rates inside sales funnels. **Key Accolades** ➔ Focused on results to surpass organic traffic company goals by 30% in YOY comparison. ➔ Migrated global enterprise website twice, while not losing organic traffic & current ranking keywords. ➔ Produced 25% organic growth by developing a vast spreadsheet, reviewed all 4 languages, and matched languages with HREF tags (language tags) by making a structure with developers that included a special code; increased pages' visibility by matching languages with tags and converting potential leads to customers; 2k keywords in 4 different languages from 500 in English. ➔ Catapulted a 10% organic increase, 2% click-through rate increase, and ~ 200 keywords and started ranking in the Top 50 by moving the German page into a subdomain to integrate the page with the Mailjet brand.
- Skills: HTML · Digital Marketing · Search Engine Optimization (SEO)



[Search Engine Optimization Specialist](#)
[Mailgun by Pathwire · Full-time](#) [Search Engine Optimization Specialist](#)
[Mailgun by Pathwire · Full-time](#) [Sep 2019 - Dec 2021 · 2 yrs 4 mos](#) [Sep 2019 to Dec 2021 · 2 yrs 4 mos](#) [Remote](#)

- I applied organic SEO methods to boost the company's visibility on major search engines. I outlined and designed white hat linking building strategies. I educated developers and other company stakeholders on SEO approaches.

Key Accolades

- ➔ Led the CMS migration for SEO from WordPress to Contentful & worked with devs to develop customized SEO solutions on new CMS.
- ➔ Saved website migration by educating developers and setting up redirect solutions with Java Script.
- ➔ Achieved consistently high results to exceed organic traffic company goals by 39% in YoY.
- ➔ Discovered and led the establishment of GDPR content and policy for the company to attract new customers.
- ➔ Built a multi-leveled SEO brand strategy based on latest best practices, competitive landscape, & Keyword / Content / User research.
- ➔ Set SEO KPIs / OKRs & implement segmented solutions, providing detailed analytics & reporting. I applied organic SEO methods to boost the company's visibility on major search engines. I outlined and designed white hat linking building strategies. I educated developers and other company stakeholders on SEO approaches. **Key Accolades** ➔ Led the CMS migration for SEO from WordPress to Contentful & worked with devs to develop customized SEO solutions on new CMS. ➔ Saved website migration by educating developers and setting up redirect solutions with Java Script. ➔ Achieved consistently high results to exceed organic traffic company goals by 39% in YoY.
- ➔ Discovered and led the establishment of GDPR content and policy for the company to attract new customers. ➔ Built a multi-leveled SEO brand strategy based on latest best practices, competitive landscape, & Keyword / Content / User research. ➔ Set SEO KPIs / OKRs & implement segmented solutions, providing detailed analytics & reporting.
- Skills: HTML · Digital Marketing · Search Engine Optimization (SEO)

From <<https://www.linkedin.com/in/seobymichael/details/experience/>>