### **Toolbox Page Content Strategy**

This page is the dedicated space for the technical audience. After the homepage has hooked them and the case studies have impressed them with your strategic impact, the Toolbox page provides the granular, hard-skill validation a technical lead or a detail-oriented hiring manager is looking for. It's organized to be easily scannable while still telling a story of deep expertise.

Here is the content and structure for your Toolbox Page.

### **1. Areas of Expertise**

**Goal:** To provide a narrative overview of your high-level technical competencies. This section bridges the gap between your strategic work and your specific technical skills.

* **Section Headline (h2):  
  Core Competencies**
* **Competency 1: Web Performance & Optimization**I take a full-stack approach to speed, from edge caching and CDN configuration with **Cloudflare** to server-side tuning of **Apache** and **PHP-FPM**. I specialize in WordPress performance, leveraging tools like **LiteSpeed Cache** and **WP Rocket**, optimizing databases by removing orphaned data, and refactoring heavy front-end components to achieve superior Core Web Vitals.
* **Competency 2: Security & Infrastructure Hardening**I build resilient and secure web environments. This includes deploying and managing **Cloudflare's WAF**, Bot Management, and Rate-Limiting rules, as well as hardening servers with security headers, configuring DNSSEC, and locking down API keys to mitigate risks and stop common attack vectors.
* **Competency 3: Analytics & Conversion Tracking Engineering**I architect robust data layers and tracking systems using **Google Tag Manager (GTM)**. My expertise includes cleaning up legacy tags, implementing GA4-native tracking, and writing custom scripts to capture critical engagement and conversion events—from Gravity Forms submissions to e-commerce purchases—ensuring every marketing dollar can be accurately attributed.
* **Competency 4: Server Administration & DevOps**I am proficient in managing and monitoring server resources, diagnosing performance bottlenecks with tools like **htop** and **Netdata**, and performing critical backend operations like **PHP upgrades**, debugging fatal errors, and optimizing server configurations to ensure stability and scalability.

### **2. Technical Spotlights**

**Goal:** To provide concrete, bite-sized examples of your problem-solving abilities. This section provides the hard evidence for the claims made above.

* **Section Headline (h2):  
  Technical Spotlights: From Problem to Impact**
* **Spotlight 1: Full-Stack Performance Optimization**
  + **Challenge:** A high-traffic WordPress site was suffering from a bloated database, with over 800KB of unused plugin data loading on every page view.
  + **Action:** Using WP-CLI and direct SQL queries, I safely removed the orphaned autoloaded options. I then tuned the server, enabling Brotli compression and configuring LiteSpeed Cache for Edge-Side Includes (ESI) to serve personalized content on fully cached pages.
  + **Result:** The admin dashboard became **~250ms faster**, and repeat page views were **30-70% faster** due to advanced browser caching rules.
* **Spotlight 2: Advanced Conversion Tracking & Attribution**
  + **Challenge:** Google Ads was optimizing inefficiently because it couldn't distinguish between low-intent actions and actual sales conversions.
  + **Action:** I re-architected the tracking system in GTM, building a custom PHP hook to create a gravityFormSubmission dataLayer event. I then configured Google Ads to treat only "Purchase" and specific high-intent form submissions as Primary conversion actions.
  + **Result:** This ensured that Google's smart bidding algorithms focused squarely on driving actual sales, dramatically improving ad ROI.
* **Spotlight 3: Infrastructure Security Hardening**
  + **Challenge:** A client's site was vulnerable to common WordPress attack vectors like XML-RPC floods and brute-force login attempts.
  + **Action:** I deployed a multi-layered defense using Cloudflare, configuring WAF rules to block exploits, enabling "Super Bot Fight Mode" which **blocks ~85k malicious bot hits per month**, and setting up Authenticated Origin Pulls to secure the server.
  + **Result:** The site's attack surface was drastically reduced, and server load from malicious traffic dropped significantly, improving performance for real users.

### **3. Technology & Software Lists**

**Goal:** To provide a comprehensive, scannable inventory of your entire tech stack. This is highly valuable for keyword matching on job applications and for technical reviewers.

* **Section Headline (h2):  
  Technology Stack**
* **Layout:** This should be a clean, multi-column layout for easy scanning.
* **Software & Platform Knowledge:**
  + **CDN & Security:** Cloudflare (WAF, CDN, Rules, Bot Management), Netdata
  + **Analytics & Tag Management:** Google Tag Manager (GTM), Google Analytics 4 (GA4), Umami
  + **Advertising & Conversion:** Google Ads, PixelYourSite Pro, OptinMonster
  + **Hosting & Server:** Liquid Web, GoDaddy, Apache, PHP-FPM
  + **WordPress Core:** WP-CLI, Custom MU Plugins, WP-Cron, Heartbeat API
  + **WordPress Plugins:**
    - **Caching:** WP Rocket, LiteSpeed Cache, Autoptimize
    - **CRM:** FluentCRM
    - **Forms:** Gravity Forms, WP Forms
    - **LMS:** LearnDash
    - **Builder:** Divi Builder
  + **Development Tools:** Git, VS Code
* **Programming, Scripting & Query Languages:**
  + PHP
  + JavaScript
  + jQuery
  + SQL
  + CSS
  + HTML