

SEGERA AMOS

SEO/WEB DEVELOPER

About Me

SEO specialist with experience at Rondamo Technologies and Mighty Ape Technologies, focused on boosting rankings and organic traffic. Recently earned a Web Development certification from ALX and now aiming to apply both SEO and coding skills in a dynamic digital role. Quick learner, adaptable, and ready to grow.

Education:

Bachelor of Science in information Technology

Cooperative University of Kenya
Ushirika Road, Karen
2022 - 2026

KCSE

Orero High School
Rangwe, Homabay
2016-2021

KCPE

ST Andrews Kaggwa Primary
Nyamira
2012-2016

WEB DEVELOPMENT

ALX
2024

DIGITAL MARKETING

UDEMY
2024



Professional Experience:

SEO Growth Strategist

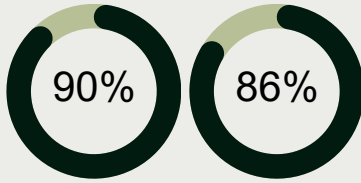
May 2023- May 2024| Mighty Ape
Technologies

- Developed and led long-term SEO strategies using insights from SEMrush and Seobility, resulting in a 40% increase in organic traffic.
- Conducted comprehensive technical SEO audits (site speed, mobile performance, crawlability) using Seobility and Google Search Console.
- Collaborated with developers to implement structured data (schema markup) and optimize site architecture for better indexation.
- Designed and managed content strategies driven by keyword gap analysis and competitive research via Ahrefs.
- Produced monthly performance reports focused on KPIs such as keyword rankings, organic sessions, and user behavior metrics.

Language:

English

Swahili



Skills:

- SEO Strategy Development
- On-Page Optimization
- Off-Page SEO & Link Building
- Technical SEO Audits
- Keyword Research & Content Optimization
- SERP & Competitor Analysis
- Schema Markup
- Algorithm Update Response
- SEO Performance Tracking & Reporting

Skills

- HTML5
- CSS3
- JavaScript (ES6+)
- Responsive Design (Mobile-First Approach)

SEO Associate → Growth Strategist

June 2022 - May 2024 | Mighty Ape Technologies

- Supported the execution of on-page and off-page SEO strategies, focusing on content optimization and backlink outreach.
- Used Ahrefs and SEMrush to conduct keyword research, monitor competitor performance, and identify content opportunities.
- Optimized blog posts and landing pages for targeted keywords, increasing visibility and CTR.
- Monitored indexing and site performance through Google Search Console, addressing crawl errors and improving site health.
- Actively adapted strategies in response to Google algorithm updates, ensuring sustained growth in organic visibility.

SEO Projects & Experience

SEO Specialist | Client Projects | 2023 – Present

- Optimized 10+ e-commerce websites across electronics, photography, gaming, and retail industries, improving search visibility and organic traffic.
- Key Projects:
 - a. **Rondamo Technologies** – Keyword research, on-page SEO, meta descriptions, and content optimization.
 - b. **Panda Phones** – Improved site rankings, optimized product pages, and implemented structured data.
 - c. **Nairobi Camera House** – SEO audits, backlink strategies, and on-page optimizations.
 - d. **Mighty Ape Technologies** – Enhanced technical SEO, page speed optimization, and content SEO strategy.

Reference

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