BERT RYAN M. RODRIGUEZ

SEO Specialist |Technical SEO | On-Page & Off-Page SEO | Analytics & CMS Management

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SUMMARY OF QUALIFICATIONS

I am an SEO Specialist with more than 3 years of experience in On-page and Technical SEO, experienced in improving the online visibility and performance of various websites, using data-driven analysis, site audit, and content optimization. My mission is to help my clients achieve their business goals by ranking them in Google search results, using the latest SEO tools and strategies. In my previous roles, I successfully optimized meta tags, 404 fixing, 301 redirects, schema markup, page speed, and other technical SEO aspects for different clients. I also contributed to developing digital marketing strategies by studying market trends, customer needs, and competition. I enjoy the connection between search engines and people and always strive to deliver high-quality work and results.

TECHNICAL SKILLS

Technical SEO

- Website auditing (Screaming Frog, Ahrefs Site Audit)
- Log file analysis for crawl behavior
- Indexation management
- Site speed optimization
- XML sitemap & robots.txt configuration
- Mobile-first and responsive SEO practices
- JavaScript SEO (rendering, crawling, and indexing issues)
- Managing redirects (301, 302, canonicalization, .htaccess)
- Handling international SEO (hreflang, regional targeting)

On-Page SEO

- Advanced keyword research and mapping
- Meta tag optimization (titles, descriptions, headers)
- Internal linking strategies
- SEO content audits and optimization (including TF-IDF, NLP tools)
- Image optimization (alt text, compression, lazy loading)
- UX and SEO alignment

Off-Page SEO

- High-authority backlink acquisition (guest posting
- Competitor link analysis
- Digital PR and influencer outreach
- Local SEO (Google Business Profile, NAP citations)

Analytical & Reporting Tools

- Google Search Console
- Google Analytics
- Google Tag Manager
- Ahrefs, SEMrush
- Excel/Google Sheets
- SQL (basic querying skills)

CMS & Web Technologies

- WordPress
- HTML/CSS basics (understanding structure, tags, rendering)
- Familiarity with JavaScript frameworks
- Experience working with developers (via GitHub)

WORK EXPERIENCE

Manifest Web Design   Mossvale, NSW, Australia
On-Page SEO Specialist (June 2023 - May 2025)   2 years | Remote - Part time

- Conducted keyword research and mapping using tools like SEMrush, Ahrefs, and Google Keyword Planner to optimize content for search intent and relevance.
- Optimized metadata (title tags, meta descriptions, header tags) and internal linking structures to improve crawlability and page authority.
- Implemented content optimization strategies (TF-IDF, keyword density analysis, LSI terms) to enhance topical relevance and semantic richness.
- Audited and optimized existing content for readability, keyword placement, and engagement metrics, boosting organic traffic.
- Ensured SEO best practices in content creation, including URL structure, image optimization (alt tags, compression), and mobile-friendliness.
- Worked with content teams and CMS platforms (WordPress, Shopify, Joomla) to ensure proper formatting and SEO tagging.
- Monitored and improved organic performance using Google Search Console and Analytics, reducing bounce rate and improving CTR.

411 Locals Business Services   Las Vegas, NV, USA
SEO Tech (March 2022 - May 2023)   2 year and 2 months | Remote - Fulltime

- Performed in-depth technical website audits using Screaming Frog and Ahrefs Site Audit to identify crawl issues, broken links, duplicate content, and site structure inefficiencies.
- Conducted log file analysis to monitor and interpret crawler behavior, optimize crawl budget, and eliminate unnecessary bot traffic.
- Managed indexation controls through proper configuration of robots.txt, noindex directives, canonical tags, and crawl directives.
- Led site speed optimization efforts by implementing image compression, lazy loading, browser caching, and minification of resources, significantly improving Core Web Vitals.
- Configured and maintained XML sitemaps and robots.txt to guide search engines and support proper URL discovery.
- Ensured websites followed mobile-first and responsive SEO best practices to align with Google's mobile-first indexing.
- Diagnosed and resolved JavaScript rendering and indexing issues for React-based and dynamic websites to ensure full crawlability.
- Managed redirect strategies including 301, 302, and canonicalization rules using .htaccess, ensuring no loss of link equity or indexation errors.
- Executed international SEO strategies using hreflang tags and region-based content targeting for multilingual sites.

EDUCATION

Visayas State University   VISCA, Baybay City, Leyte
Bachelor of Science in Computer Science   Year Graduated 2015