BERT RYAN M. RODRIGUEZ

SEO Specialist
On-page SEO | Technical SEO | Content Strategist |

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CAREER SUMMARY

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
- Managing redirects (301)

On-Page SEO

- Advanced keyword research and mapping
- Meta tag optimization (titles, descriptions, headers)
- Internal linking strategies
- SEO content audits and optimization
- 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 (Divi, Elementor)
- HTML/CSS (understanding structure, tags, rendering)

WORK EXPERIENCE

SEO Specialist *(January 2024 - May 2025)*	**Manifest Web Design** NSW, Australia 1 year and 4 months | Remote - Part time

Key Responsibilities & Achievements:

- Performed **SEO audits** and implemented on-page improvements (meta tags, site architecture, content optimization) that increased organic traffic for multiple small to medium-sized businesses.
- Focused on **local SEO strategies**, optimizing Google Business Profiles, NAP citations, and localized landing pages, which led to **higher rankings in local search results** and increased inbound leads.
- Conducted **keyword research and competitor analysis** to identify growth opportunities, shaping content strategies tailored to each client's niche.
- Assisted the web design team by ensuring new websites were launched with **SEO-friendly site structures, fast load speeds, and mobile-first optimization**.
- Monitored performance using **Google Analytics, Search Console, and SEMrush**, providing monthly progress reports with actionable insights.

Junior SEO *(May 2023 - August 2024)* **Local Digital- Digital Marketing Agency** QLD, Australia
1 year and 3 months | Remote - Part time

Key Responsibilities & Achievements:
- Conducted comprehensive **SEO audits** (technical, on-page, and content) and implemented fixes that boosted organic traffic by up to **65% YoY** for key clients.
- Improved **local search rankings** by optimizing Google Business Profiles, citations, and localized landing pages—leading to a **40% increase in calls and inquiries** for service-based clients.
- Developed **keyword research frameworks** aligned with client KPIs, uncovering high-intent search opportunities.
- Collaborated with developers to improve **Core Web Vitals**, site speed, and mobile usability, ensuring alignment with Google's ranking factors.
- Created monthly **SEO performance reports** using Google Analytics, GA4, Search Console, and SEMrush, highlighting ROI and actionable insights for stakeholders.

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

Key Responsibilities & Achievements:
- Performed in-depth technical **website audits** using Screaming Frog 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 dynamic websites to ensure full crawlability.
- **Managed redirect strategie**s including 301, 302, and canonicalization rules using .htaccess, ensuring no loss of link equity or indexation errors.
- **Integrating Google Analytic**s (**GA4**) tracking into newly launched websites to ensure accurate data collection and reporting.
- **Conducted HTTP to HTTPS migration** by installing an SSL/TLS certificate to the website including updating all internal links, implementing proper redirects.
- **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