

# José Luis García Orobio

TECHNICAL SEO • PROGRAMMATIC SEO

Mexico (Remote/Hybrid) | Immediate availability

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*"I don't just write content; I structure data so machines can understand it."*

**Profile Summary** \_\_\_\_\_ Technical SEO and **Programmatic SEO** specialist. I design data pipelines that turn catalogs and databases into thousands of landing pages with validated **Schema.org**. I combine log analysis, scraping, and SQL to map entities and scale organic traffic with precision.

## Performance & Security Audit

### You Get (Employer)

**Hybrid Agility**

**Business Logic**

**Deep Work Ethic**

### I Provide (The Stack)

I connect content, data, and architecture for sustainable organic growth.  
Revenue-first SEO: keywords prioritized by intent and margin.  
Audits documented with traceability and remediation plans.

## Hybrid Identity Stack

**Technical SEO** Programmatic SEO and data structuring. **Stack:** Python, JSON-LD, Screaming Frog, SQL.

**Data Engineering** Normalization, clustering, and metadata QA. **Stack:** Pandas, Regex, Log Analysis.

**Content Systems** Taxonomies and internal linking at scale. **Stack:** Schema.org, Crawling, CMS.

## Professional Experience

### Martom Sport

LatAm / Remote

SENIOR DIGITAL ARCHITECT

Previous tenure

- Scaled massive catalogs with Programmatic SEO: automated Schema.org injection and Python landing generation.
- Optimized feeds and taxonomies to capture long-tail transactional intent.
- Audited logs and improved Core Web Vitals to sustain high-volume indexing.

### Xpertasocial

Mexico / Remote

GROWTH ENGINEER / SEO AUTOMATION

2021 – Present

- Python/Bash scripts for ethical scraping, dataset normalization, and large-scale metadata QA.
- Information architecture based on semantic clusters and internal linking to optimize crawl budget.
- Programmatic SEO with dynamic templates and JSON-LD structured data.

### Law Offices of Vlad Portnoy

Remote

TECHNICAL SEO CONSULTANT

Project-based

- Designed an AI-driven SEO strategy to scale pages by entities and legal services.
- Implemented advanced schema to improve CTR and eligibility for rich results.

## Technical Projects & Labs

- **Programmatic Landing Factory:** Python pipeline to generate, validate, and publish landing pages at scale.
- **Search Console Log Intelligence:** log analysis to detect cannibalization and zombie pages.

## Stack & Tooling

**SEO & Data** Python (Pandas/BeautifulSoup), SQL, Screaming Frog, Schema.org (JSON-LD), Regex.

**Crawling & QA** Log Analysis, Sitebulb, Ahrefs, Semrush, GSC/GA4.

**CMS & Dev** WordPress, Shopify, HTML/CSS, Git, Bash/Zsh.

## Links

- **Site:** xperta.social    **GitHub:** [github.com/lbaddass](https://github.com/lbaddass)    **LinkedIn:** [jlgarciarobio](https://www.linkedin.com/in/jlgarciaorobio)
- **X:** [x.com/lbaddassl](https://x.com/lbaddassl)    **Facebook:** [facebook.com/lbaddassl](https://facebook.com/lbaddassl)    **Pinterest:** [pinterest.com/lbaddassl](https://pinterest.com/lbaddassl)