

Agus Williawan

E-Commerce SEO & Paid Ads Strategist | Scaled Traffic 80% | ROAS +60% | B2C Growth Expert

Indonesia (Remote) | budakcoding888@gmail.com | www.linkedin.com/in/agus-williawan-seo

Professional Summary

SEO & Paid Ads Specialist who grew IndoCart's organic traffic by 80% YoY and drove a 60% ROAS lift through Meta Ads. 3+ years experience using Ahrefs, GSC, and GA4 to drive SERP domination for e-commerce brands in Indonesia. Skilled in both technical SEO and content strategy, with a proven record of boosting traffic, revenue, and brand visibility.

Core Skills & Tools

- Strategic SEO Planning & Audit
- Advanced Keyword Research (Ahrefs, SurferSEO, GKP)
- Technical SEO (Crawlability, Site Speed, Indexation)
- On-Page Optimization & Internal Linking
- Meta Ads Management & Creative Optimization
- Google Analytics (GA4), GSC, Tag Manager
- Tools: Semrush, Screaming Frog, WordPress, Notion

Work Experience

SEO & Paid Ads Specialist - IndoCart (E-Commerce, Indonesia)

Oct 2021 - Present | Remote

- Boosted organic traffic by 80% YoY through targeted keyword strategy, site optimization, and content collaboration.
- Elevated 15+ high-intent keywords from page 5 to page 1 in Google SERPs.
- Improved Meta Ads ROAS by 60% via A/B testing, retargeting, and creative refresh.
- Fixed 30+ technical SEO issues, lifting page speed by 30% and enhancing mobile UX.
- Led monthly SEO health checks, performance reporting, and UTM-based campaign tracking.
- Collaborated cross-functionally with dev and content teams to align goals.
- Case Study: Launched 12-part blog content hub that ranked #1 for 10+ terms and increased organic sales by 38%.

Junior Web Developer (Freelance)

2019 - 2021 | Remote

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- Built and maintained responsive, SEO-optimized websites (WordPress/custom themes).
- Integrated schema markup, clean URLs, and conversion-friendly UI.
- Delivered SEO-ready sites for SMBs in retail and service industries.

Certifications (2023)

- Technical SEO - Semrush
- SEO Certificate - HubSpot
- GA4 & Advanced Google Analytics - Google
- SEO & Google Ads - MySkill
- Yoast SEO - Yoast Academy

Education

B.A. in Economics, Udayana University, Bali (2011)

Languages

Bahasa Indonesia (Native), English (Fluent)