



DALE

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- SEO & Content Optimization (4 Years Experience)
- Technical SEO
- SEO Auditing
- Google Search Console
- Keyword Research & Search Intent Alignment
- On-Page & Off-Page SEO
- URL Structure & Metadata Optimization
- Internal Linking Strategy
- Website Speed Optimization
- Competitor Analysis
- User Experience (UX) Optimization
- Search Engine Marketing (SEM)
- Google Analytics & Tag Manager
- Website Design & CMS Management
- HTML/CSS (Basic Development)

TOOLS

- Microsoft Office 365
- Google Workspace
- Google Analytics
- Google Search Console
- SEMrush
- Ahrefs
- Screaming Frog
- Moz
- Ubersuggest
- SpyFu
- Majestic
- KWFinder
- AnswerThePublic
- Google Keyword Planner
- Google PageSpeed Insights
- GTmetrix
- Pingdom
- Bing Webmaster Tools
- BrightEdge
- Yoast SEO

Results-driven SEO Specialist with experience in on-page and technical SEO, website optimization, and performance analytics. Proven ability to improve search visibility and website performance through data-driven strategies, including keyword optimization, site audits, and integration of tools like Google Analytics, Search Console, and Tag Manager. Brings strong expertise in CMS platforms, web development, and conversion-focused design, helping organizations enhance online presence, optimize user experience, and drive sustainable organic growth.

WORK EXPERIENCE

WEBSITE DESIGNER & SUPPORT

Housecall Pro | March 2024 – February 2026 (1 Year, 11 Months)

- Designed and developed ~15 custom websites monthly using Duda, handled client onboarding, implemented SEO tracking (GA, GSC, GTM), managed domains/DNS integrations, and ensured conversion-focused, responsive website performance.

WEBSITE SUPPORT SPECIALIST

Olly Olly | November 2022 – March 2024 (1 Year, 5 Months)

- Resolved website issues, performed revamps and updates via WordPress (Astra, Divi, Elementor), managed domain configurations, optimized site performance, and generated SEO analytics reports to improve search visibility.

INTERN SOFTWARE DEVELOPER

Halcyon Marine Healthcare Systems | February 2022 – July 2022 (6 Months)

- Developed website features using Python and PHP, managed databases via PHPMyAdmin, and improved system performance through debugging and code optimization.

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