



LORNAJANE

 [VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- Content Writing (10+ Years Experience)
- SEO Content Strategy & Copywriting
- Technical SEO
- SEO Auditing
- Google Search Console
- Keyword Research & Keyword Analysis
- Long-Tail Keyword Optimization
- On-Page SEO Optimization
- URL Structure Optimization
- Internal Linking Strategy
- Backlink Analysis & Link Building
- Website Speed Optimization
- Competitor Analysis
- User Experience (UX) Optimization
- Rich Snippets & Schema Markup
- XML Sitemap Optimization
- Search Engine Marketing (SEM)
- Google Analytics
- Google Tag Manager

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

Experienced SEO Content Specialist with experience creating search-optimized articles across diverse niches, including science, news, and general content. Proven track record of producing high-quality, SEO-driven content for multiple platforms, improving online visibility and audience engagement. Brings strong expertise in research-based writing, content optimization, and multi-niche adaptability, helping organizations drive organic traffic and maintain consistent, high-impact digital content.

WORK EXPERIENCE

ONLINE CONTENT WRITER

Odesk | 2010 – 2015 (5 Years)

- Wrote SEO-optimized articles across various niches for multiple clients and agencies.

SCIENCE WRITER

Evolving Planet | 2015 – 2017 (2 Years)

- Produced science-focused articles, specializing in chemistry and research-based topics.

NEWS WRITER

IB Times | 2017 – 2019 (2 Years)

- Wrote news articles for an online platform, covering current events and timely topics.

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