



IAN KIRBY

 [VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- Content Writing
- SEO Strategy & Implementation
- Technical SEO
- SEO Auditing
- Keyword Research & Keyword Analysis
- Long-Tail Keyword Optimization
- On-Page SEO Optimization
- URL Structure Optimization
- Image Optimization
- Internal Linking Strategy
- Backlink Analysis & Link Building
- Website Speed Optimization
- User Experience (UX) Optimization
- Rich Snippets & Schema Markup
- XML Sitemap Optimization
- Google Business Profile Optimization
- Search Engine Marketing (SEM)
- Project Manager
- Digital Marketing

TOOLS

- Microsoft Office 365
- Google Analytics
- Google Search Console
- Google Workspace
- Shopify
- WordPress
- Slack
- Zoom
- Airtable
- Notion
- Monday.com
- ClickUp
- Asana
- Helium 10
- SEMrush
- Ahrefs
- Screaming Frog

Results-driven SEO Specialist with over 6 years of experience developing and executing data-driven SEO strategies that improve search rankings, website visibility, and organic traffic. Expertise in on-page, off-page, and technical SEO, including keyword research, site audits, link-building strategies, and performance analysis using tools such as Google Analytics, Google Search Console, Ahrefs, and SEMrush. Proven track record of improving keyword rankings, increasing domain authority, and driving consistent growth in leads and conversions through strategic optimization and cross-functional collaboration.

WORK EXPERIENCE

SEO SPECIALIST

Digital, Inc | 2021 – 2025 (4 Years)

- Planned and executed on-page, off-page, and technical SEO strategies, including keyword research, site audits, content optimization, backlink management, and performance tracking using tools such as Google Analytics, Search Console, Ahrefs, and SEMrush.

SEO SPECIALIST

Mega Link Digital | 2019 – 2021 (2 Years)

- Conducted keyword research, optimized website content and metadata, supported link-building initiatives, assisted with SEO audits, and monitored organic traffic and rankings using analytics tools.

SEO SPECIALIST

WebMaster, Inc | 2017 – 2019 (2 Years)

- Supported SEO implementation, including keyword research, competitor analysis, website optimization, and performance monitoring to improve organic search visibility and rankings.

[CLICK HERE TO
VIEW MORE CANDIDATES](#)

 [Click here to:
BOOK AN INTERVIEW](#)