



JOHN

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- SEO Content Writing & Strategy (6 Years Experience)
- Technical SEO
- SEO Auditing
- Google Search Console
- Keyword Research & Search Intent Alignment
- On-Page & Off-Page SEO Optimization
- URL Structure & Metadata Optimization
- Internal Linking Strategy
- Backlink Analysis & Link Building
- Content Optimization & Publishing
- Website Speed Optimization
- Competitor Analysis
- User Experience (UX) Optimization
- Search Engine Marketing (SEM)
- Google Analytics & Tag Manager
- Team Leadership & Performance Management

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

Results-driven SEO Content Specialist with 5+ years of experience in content creation, keyword research, and on-page optimization across diverse industries. Proven track record of producing high-quality, SEO-optimized articles and managing end-to-end publishing processes that improve organic visibility, engagement, and search performance. Brings strong expertise in content strategy, team leadership, and performance optimization, helping organizations scale content production, enhance rankings, and achieve measurable digital growth.

WORK EXPERIENCE

SEO TEAM LEADER

SEO Brothers (Canada) | 2021 – 2026 (5 Years)

- Led SEO team operations by setting performance goals, coaching team members, improving workflows, and ensuring timely delivery of SEO tasks while also producing optimized content, conducting keyword research, and executing on-page SEO strategies.

CUSTODIAN & ADMINISTRATION SPECIALIST

Globe Telecom | 2019 – 2021 (2 Years)

- Managed inventory and administrative tasks, monitored stock levels, prepared reports, and supported both back-office operations and customer-facing transactions.

SAMPLE WORK

ARTICLE

- [How Long Does Birth Control Stay in Your System and Its Effects?](#)
- [How Long Does It Take to Recover From a Root Canal Procedure?](#)
- [Lacrosse Practice Jerseys: Find the Right Training Fit](#)

SERVICE PAGES

- [Dentist near Manteca](#)
- [Home Care Services in Philadelphia, PA](#)
- [Clearwater Movers](#)
- [Kitchen Remodeling Contractors in Los Angeles & Surrounding Areas](#)
- [Fencing Arlington, TX With Excellence](#)

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