
ROBERT CARL RODRIGUEZ

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Personal Summary

I am a Senior SEO Specialist with over 8 years of experience in SEO aligning Technical Analysis, On-page, Basic Link building, Local Search Optimization, and Content Creation and Strategy, focused on enhancing online visibility and performance through data-driven analysis, site audits, and content strategies. My mission is to help clients achieve their business objectives by securing top rankings in Google search results using advanced SEO tools and strategies.

I am passionate about connecting search engine optimization with real-world results and am committed to delivering high-quality, impactful work for my clients.

Top Skills

- WordPress, Shopify, Webflow, Wix, Hubspot and more..
 - Keyword research Analysis
 - On-page Analysis
 - Technical SEO
 - Content strategy & Creation
 - Link building
 - Data analysis & Benchmarking
 - Competitor research
 - Site architecture UI/UX
 - KPI Performance reporting
 - Team collaboration & Leadershi
 - SERP Analysis Tool
 - Local SEO (GBP, Citations etc..)
 - Websit Audits & Investigation
 - Google Analytics 4, GSC and GTM
 - EEAT, AEO, LLMs, CRO
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Experience

Lead Technical SEO Specialist HEALTHSTIN

01/2022 to 06/2025
New South Wales, Australia

- Conduct in-depth research of an NDIS website to identify high-performing keywords relevant to the client's industry and target audience.
- Analyze competitors' keywords and search trends to optimize content strategies.
- On-Page SEO Optimization
- Optimize meta titles, descriptions, and header tags across all pages.
- Ensure keyword placement and density within the content, without compromising readability.
- Improve internal linking structures to enhance site navigation and distribute page authority.
- Technical SEO Audits and Fixes
- Perform site audits to identify issues such as broken links, 4XX errors, and slow page load speeds.
- Optimize site architecture, including sitemaps, robots.txt, and URL structures.
- Implement schema markup to enhance search engine visibility and improve click-through rates.
- Develop and optimize blog posts, landing pages, and other content assets using target keywords.
- Refresh existing content to improve rankings and align with the latest SEO trends.
- Collaborate with writers and designers to create engaging, SEO-friendly content.
- Create and execute link-building strategies, including guest blogging and outreach to high-authority sites.
- Monitor backlinks for quality and relevance, disavowing harmful links when necessary.
- Analyze competitor backlinks to identify opportunities for link acquisition.
- Track SEO metrics using tools like Google Analytics, Search Console, and SEMrush.
- Provide clients with regular reports on keyword rankings, traffic growth, and conversion rates.

Technical SEO / Content Specialist MoneyGeek.com

02/2022 to 03/2023
California, United States

- Optimization of vertical content using Strapi Headless CMS.
- Creation of SEO issue reports for all verticals.
- Assisting teams in resolving site issues, including response code discrepancies.
- Refinement and enhancement of content across verticals.
- Conducting data analysis for informed decision-making.
- Research and Development of SEO strategies.
- Site auditing utilizing Screaming Frog and Sitebulb.
- Tools used: Screaming Frog, Sitebulb, Ahrefs, SEMrush, GA4, Looker Studio, GSC, Strapi.

Technical SEO Specialist

01/2021 to 01/2022

GoTeam

Sydney, NSW, Australia

- Managing site health through in-depth technical analysis using Screaming Frog.
- Optimizing newly drafted copies and blog posts for improved search performance.
- Conducting comprehensive SEO audits across multiple client sites.
- Performing keyword gap analysis and research to identify optimization opportunities.
- Fine-tuning on-page elements and conducting content gap analysis for enhanced relevance.
- Mapping meta tags and optimizing internal linking components.
- Engaging in email marketing, as well as graphic and image editing tasks.
- Generating monthly reports using Looker Studio for performance analysis and insights.
- Tools used: Screaming Frog, Ahrefs, SEMrush, GSC, GA4, Shopify, Wordpress.

SEO Specialist

01/2019 to 01/2021

MedSpecialized

United States

- Conducting website maintenance for U.S. clinics, including error resolution and technical analysis.
- Implementing keyword optimization strategies and monitoring performance.
- Executing link building initiatives and conducting citation audits to enhance online visibility.
- Analyzing competitors' strategies and performance to inform optimization efforts.
- Conducting comprehensive keyword research and analysis for new content drafts.
- Managing social media post scheduling to maintain engagement and visibility.
- Handling Google My Business (GMB) posting and overseeing online reputation management activities.
- Optimizing internal linking structures for improved site navigation and SEO.
- Generating monthly reports using Looker Studio to track and analyze performance metrics.
- Tools used: Wordpress, Shopify, Hubspot, Screaming Frog, Moz, Ahrefs, SEMrush, GA, GSC, SurferSEO.

SEO Associate

09/2017 to 04/2019

ReadersMagnet

United States

- Optimizing blogs for authors' websites and overseeing publishing services to capitalize on keyword opportunities.
- Managing social media engagement through platforms like Zoho and Gramblr to boost impressions and likes.
- Executing keyword mapping initiatives on authors' websites and optimizing on-page meta tags for enhanced search visibility.
- Designing logos and banners using Canva tool to facilitate effective call-to-action implementation.
- Enhancing Google Business Profile (GBP) listings and product descriptions through keyword optimization.
- Implementing page experience optimization strategies within Google Search Console (GSC) for improved user interaction and satisfaction.
- Tools used: GBP, Canva, Ahrefs, GSC, Wordpress.

Data and Website Controller (Trainee)

06/2013 to 08/2013

OK bank Inc.

Philippines

- Data Entry Operator Responsibilities. Entering customer and account data from source documents within time limits.
- Compiling, verifying accuracy and sorting information to prepare source data for computer entry.

- Reviewing data for deficiencies or errors, correcting any incompatibilities and checking output.

Education

Bachelor's degree: Information Technology AMA University	01/2017
Bachelor's degree: Information Technology Eastern Visayas State University	01/2014

Certifications

Technical SEO Training - SEMrush
UDEMY SEO Specialist Training

Languages

English, Tagalog

My SEO Portfolio

- <https://carlrodriguezseo.com/my-portfolio-case-studies/>