



## Roel Mahalin

SEO Specialist

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Contact



SEO Specialist

# Roel Mahalin

Results-driven SEO Specialist with 10 years of experience in optimizing websites and improving organic search visibility. Proficient in developing and implementing effective SEO strategies to enhance website rankings and attract targeted organic traffic. Skilled in conducting comprehensive keyword research, optimizing on-page elements, and managing off-page optimization efforts. Adept at leveraging analytics and data-driven insights to identify opportunities for improvement and drive measurable results. Strong technical knowledge and familiarity with SEO tools and platforms. Excellent communication and collaboration abilities, working effectively in cross-functional teams.

Download CV

## What I Do



### Search Engine Optimization

Optimize the website in search engine like Google. Fixing technical issues, onpage optimization and link building,



### Ecommerce

Optimize an ecommerce website like Shopify and Woocommerce

Keywords research, competitors analysis and other seo strategies.



## Wordpress

create simple website using wordpress



## Google Adwords



## Facebook Ads

Run Facebook ads and optimize the campaign

## Testimonials

*"I highly recommend Roel as an SEO specialist. His expertise and dedication have greatly benefited our online presence. With his strategic keyword research and optimization techniques, our website's organic traffic has significantly increased. Roel consistently stays up-to-date with the latest SEO trends and algorithms, ensuring our website remains visible and competitive in search engine rankings."*



**Dan Harrington**

Ontrack Learning

*Working with Roel as our SEO specialist has been a great experience for our online presence. Their deep understanding of keyword research and optimization strategies resulted in remarkable improvements in our website's visibility, boosting our organic traffic and search engine rankings."*



**Catherine Baleda**

Reach Digital

## Resume

9 Years of Experience

## Experience

2021 - 2023

Reach Digital Group  
Company

### SEO Specialist

- Competitors Analysis
- Keywords Research
- Onpage Optimization
- Link building via email outreach
- Website Audit / Technical SEO

2018 - 2021

Online Internet Results

### SEO Manager

- Conduct keyword research for a specific page or blog post to identify relevant keywords and phrases to target.
- Optimize the meta tags (title tag and meta description) of a webpage to improve its click-through rate and visibility on search engine results pages (SERPs).
- Perform a technical SEO audit to identify and fix any technical issues that might be impacting website performance and search engine visibility.
- Develop and implement a link building strategy to acquire high-quality backlinks from authoritative websites.
- Optimize website images by compressing them and adding descriptive alt text to improve page load speed and enhance accessibility.
- Create and publish a high-quality, keyword-optimized blog post or article that provides valuable information to your target audience.
- Monitor and analyze website analytics using tools like Google Analytics to track key metrics such as organic traffic, bounce rate, and conversion rate.
- Conduct a competitor analysis to identify strengths and weaknesses, and adjust SEO strategy accordingly.

## SEO Skills

Technical SEO 95%



Onpage SEO 90%



Off Page SEO 88%



Keywords Research and Competitors Analysis

90%



## PPC Skills

Google Adwords 84%



Facebook Ads 84%



## Web Design Skills

Wordpress Web Design 80%



HTML 75%



Content Publishing 90%



**2016 - 2018**

Core COnversion Marketing  
Solutions

## SEO Specialist

- Perform keyword research for a specific webpage or blog post to discover relevant target keywords and phrases.
- Enhance the meta tags (title tag and meta description) of a webpage to increase click-through rates and improve visibility on search engine results pages (SERPs).
- Conduct a technical SEO audit to identify and resolve any technical issues that may impact website performance and search engine visibility.
- Develop and execute a link building strategy to obtain authoritative backlinks from reputable websites.
- Optimize website images by compressing them and adding descriptive alt text, thereby improving page load speed and enhancing accessibility.
- Create and publish a high-quality, keyword-optimized blog post or article that provides valuable information to your target audience.
- Monitor and analyze website analytics using tools like Google Analytics to track key metrics such as organic traffic, bounce rate, and conversion rate.
- Conduct a competitor analysis to identify strengths and weaknesses, and adapt SEO strategy accordingly.
- Stay informed about the latest SEO trends and algorithm changes by regularly reading industry blogs, attending webinars, and participating in relevant forums.

**2013 - 2016**

Freelancer

## Wordpres Web Designer / SEO Onpage

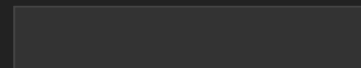
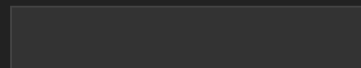
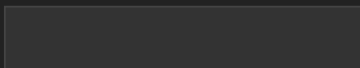
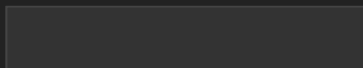
- Creates visually appealing and user-friendly website layouts by customizing WordPress themes.
- Collaborates with clients to understand their branding, design preferences, and website requirements.

- Implements responsive design principles to ensure websites look and function seamlessly across various devices and screen sizes.
- Integrates and configures plugins, widgets, and other WordPress features to enhance website functionality and user experience.
- Conducts thorough testing and quality assurance to ensure websites are error-free, cross-browser compatible, and meet client expectations.
- Implements SEO best practices by optimizing website structure, metadata, and content to improve search engine visibility.

## Contact

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[Get in Touch](#)





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Taal Batangas



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Freelance Available

## How Can I Help You?

Full Name

Email Address

Subject

Message



I'm not a robot



reCAPTCHA  
Privacy - Terms

Send message