

Sarah Johnson

Professional summary

Detail-oriented and results-driven SEO Specialist with 7+ years of experience optimizing websites for organic search performance. Proven track record of increasing traffic, improving search engine rankings, and enhancing online visibility for clients across various industries. Strong in keyword research, on-page optimization, and SEO analytics.

Experience

SEO Specialist

March 2021 - Now
Greenwich Digital / London, UK

- Manage SEO campaigns for 15+ clients, leading to an average increase of 30% in organic traffic within 6 months.
- Conduct comprehensive site audits to identify and resolve technical issues affecting search rankings.
- Perform keyword research and competitive analysis, driving optimized content strategies and SEO recommendations.
- Collaborate with content teams to ensure SEO-friendly content creation and optimization.

SEO Executive

June 2018 - February 2021
Pixel Growth / London, UK

- Spearheaded on-page SEO optimization, including meta tags, headings, and internal linking.
- Increased keyword rankings for client websites, with multiple keywords ranking on the first page of Google.
- Generated monthly performance reports for clients using Google Analytics and Google Search Console.
- Assisted in building backlinks and improving domain authority through outreach campaigns.

Projects

SEO Project for London E-commerce Website

January 2024 - March 2024

- Led an SEO overhaul for a leading e-commerce client in London, improving organic search traffic by 40%.
- Optimized product pages, implemented structured data markup, and reduced page load time by 30%.
- Achieved top 5 rankings for several high-traffic keywords, significantly increasing revenue.

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Links

LinkedIn: /in/sarahjohnson

Education

Bachelor of Science in Digital Marketing
University of Westminster, London, UK
Graduated: 2018

Certifications

- Google Analytics Certified – Completed: June 2022
- SEMrush Academy: SEO Fundamentals – Completed: January 2021
- HubSpot Content Marketing Certification – Completed: November 2020

Skills

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| Keyword Research (Google Keyword Planner, SEMrush, Ahrefs) | ◆◆◆◆◆ |
| On-Page & Off-Page SEO | ◆◆◆◆◆ |
| Content Optimization | ◆◆◆◆◆ |
| SEO Audits | ◆◆◆◆◆ |
| Analytics (Google Analytics, Google Search Console) | ◆◆◆◆◆ |
| Technical SEO (Site Speed, Mobile Optimization) | ◆◆◆◆◆ |
| Link Building | ◆◆◆◆◆ |