



JEFREY ESTOMAGO

LOCAL SEO SPECIALIST

About Me

Local SEO strategist with 2 years of experience managing and optimizing 20+ Google Business Profiles across competitive industries



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Tools

- Answer the Public
- Google Search Console
- Google Analytics
- Ahrefs
- Semrush
- Keyword Planner
- Page Speed Insights
- Gmb Everywhere
- Plepper

Key Strengths and Skills

- Search Engine Optimization
- Social Media Management
- Content Creation
- Keyword Research
- Analytics and Reporting
- Local Seo Optimization
- Graphic Design
- Video Editing

Experience

Hospitality Industry Professional | 2008-2023

15 years of experience leading teams, managing operations, and delivering exceptional customer service.

Local Seo Specialist

Service area businesses (Plumbing, Electrician, Window Cleaning, Home Cleaning, Home Remodeling and Law Firm. 2023-2026

- Managed 20+ service-based client and Law firm accounts, improving local Maps rankings by up to 70% in competitive markets.
- Conducted comprehensive GBP audits, identifying duplicate listings, spam issues, and NAP inconsistencies.
- Optimized business categories, services, attributes, and posts to maximize Relevance-Distance-Prominence signals.
- Implemented citation management and cleanup across top-tier directories, improving local search visibility.
- Developed review strategies and monitored reputation, increasing positive client reviews by 40% in 90 days.
- Created Local SEO dashboards for clients to track ranking improvements, citation health.
- Optimized home service businesses' Google Business Profiles, leading to top 3 local pack rankings.
- Trained small business owners on GBP posting, review management, and reputation monitoring.

Education

Cebu Technological University

Bachelor of Science in Hospitality Management
2007-2011

Certified Digital Marketing Graduate

- SEO Certified by SEMRUSH
- SEO Certified by Simplilearn
- Seo Certified by Bright Local
- Virtual Assistant Training Philippines
- Kurso.ph
- Programming Hub
- Angel Socail Media Management