

Darlyn O. Franks

Full-Stack SEO Consultant

Philippines

Professional Summary

Full-Stack SEO Consultant with over 10 years of experience in content-driven, technical, and local SEO. Starting as an SEO content writer, Darlyn expanded into link building, technical SEO, and Google Business Profile management, delivering end-to-end SEO solutions for healthcare, professional services, and other trust-sensitive industries. She builds compliance-aware, user-focused SEO systems that enhance search visibility, generate qualified leads, and drive sustainable revenue growth.

Core Competencies

- **Technical SEO & Site Performance:** Site structure, crawl/indexation management, Core Web Vitals, page speed, mobile UX, structured data.
- **On-Page & Content SEO:** Thin content mitigation, content decay management, evergreen content creation, keyword mapping, internal linking, meta optimization.
- **Local SEO & Google Business Profile Management:** GBP optimization, citations, NAP consistency, geo-focused content, trust signal enhancement, monthly updates.
- **Conversion-Focused SEO:** UX-driven optimization, content that converts, lead generation, revenue growth.
- **Authority & Link Building:** Ethical backlinks, digital PR, brand visibility strategies.
- **Compliance & Trust-Focused SEO:** YMYL, APHRA guidelines, healthcare and medical content.
- **SEO Strategy & Project Management:** Audits, content ecosystems, scalable workflow systems, cross-functional coordination.

Professional Experience

Full-Stack SEO Consultant | Philippines | 2018 – Present

- Managed end-to-end SEO for healthcare, professional services, e-commerce, and local businesses, integrating content, technical SEO, and UX to generate qualified leads.
- Optimized Google Business Profiles for visibility, engagement, and monthly updates, ensuring APHRA-compliant content for medical clients.
- Conducted technical audits, implemented structured data, and improved page speed and mobile UX to enhance rankings and user experience.
- Developed content systems addressing thin content, content decay, and evergreen opportunities, sustaining traffic and authority growth.
- Collaborated with agencies and in-house teams to implement scalable SEO workflows, reporting frameworks, and editorial systems.

SEO & Content Specialist | Various Agencies | 2014 – 2018

- Produced SEO-optimized content strategies and executed link-building campaigns for healthcare, real estate, e-commerce, and digital media clients.

- Conducted keyword research, content audits, and on-page optimization to improve search visibility and user engagement.
- Supported client analytics and reporting to demonstrate SEO impact on traffic, conversions, and leads.

Selected Achievements

- Increased local search visibility and inbound leads for healthcare clinics while maintaining APHRA-compliant content.
- Reduced site load times and improved Core Web Vitals for multiple client websites, enhancing UX and rankings.
- Built scalable content ecosystems that maintain evergreen authority and minimize content decay.
- Successfully integrated content, technical SEO, and UX strategies to drive measurable revenue growth for service-based businesses.

Education & Certifications

- Bachelor's Degree in Development Communication major in Journalism
- Certifications: Google Analytics, Google Ads, HubSpot Content Marketing (if applicable)

Technical Skills

- **SEO Tools:** Ahrefs, SEMrush, Screaming Frog, Google Search Console, Moz
- **CMS & Platforms:** WordPress, Shopify, Joomla
- **Project Management Tools:** Trello, Zapier, Microsoft Teams, Agile/Sprint methodology
- **Other Skills:** HTML/CSS basics, Core Web Vitals optimization, Schema/Structured Data

Industries Served

- Healthcare & Medical Practices (compliance-aware, APHRA-aligned)
- Professional Services & Local Businesses
- E-commerce & Small Businesses
- Non-profits & Community Organizations
- Emerging Tech & Digital Media