

Kenn Gatpandan

Local SEO Specialist

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PROFILE

I help business owners increase organic leads with proven SEO strategies.

SKILLS

- Search Engine Optimization (SEO)
- Site Audit
- Link Building
- Website Optimization
- Email Outreach
- On Page Optimization
- Off Page Optimization
- Keyword Research
- Competitor Analysis and Research
- E-mail Management
- Data Entry
- File Management
- Microsoft Office
- Social Media Moderation

TOOLS I USE

Keyword Research

- Ahrefs
- SEMrush
- Google Trends
- Google Keyword Planner

On-Page SEO

- Yoast SEO - WordPress Plugin
- Rank Math - WordPress Plugin
- Link Whisper

Website Audit, Report and Strategy

- Ahrefs
- SEMrush
- Website Auditor
- Screaming Frog

PROFESSIONAL EXPERIENCE

SEO Operations Specialist

Elevation Labs Consulting

02/2024 | Florida, USA

- Curated high-impact topics to boost website authority.
- Prepared comprehensive monthly reports for clients.
- Created and implemented effective SOPs.
- Meticulously proofread and fact-checked articles, ensuring EEAT and high-quality content.
- Leveraged advanced AI tools (ChatGPT/Gemini)

SEO Tech

Quantum Agency

06/2023 | Raleigh, North Carolina

- Drafted impactful press releases to hundreds of RV companies.
- Optimized meta titles and on-page elements.
- Implemented Rank Math for enhanced SEO capabilities.
- Set up and configured website monitoring and performance tracking.

SEO Specialist

K SEO

06/2023 | Philippines

- Established and maintained local citations across various platforms.
- Managed the complete life cycle of GMB listings.
- Optimized internal and external linking structures.
- Established and maintained local citations across various platforms

Office Manager

Happy Valley Exteriors

05/2022 | Utah, USA

- Monitor and track website performance metrics.
- Spearheaded operations including payroll, supplies, and other clerical services.
- Supervised a team of 5+ technicians to ensure routing was well-prepared and ran smoothly.
- Revised the onboarding manual strategy.

Local SEO | General VA

Vision Alchemy LLC

01/2021 | California, USA

- Conduct keyword research to identify high-traffic, local search terms.
- Monitor and analyze local search rankings and traffic using tools like Ahrefs and SEMrush.
- Provided regular report recommendations for improvement.
- Created and reviewed client spreadsheets and kept online records fresh.

SEO Intern

ANT Digital Solutions

10/2020 | Philippines

- Conducted backlink profiles to identify high-quality link opportunities.
- Analyzed website content to ensure it is optimized for both search engines and user experience.

- Google Search Console
- Google Analytics
- Google Slides
- Google Data Studio

Technical SEO

- Google PageSpeed Insights
- Schema.org [↗](#)
- Website Auditor
- Screaming Frog
- Google Search Console

Content Writing and Strategy

- ChatGPT
- Neuronwriter
- Claude
- AI detectors
- Plagiarism Checkers

Local SEO

- Google My Business
- Bright Local
- Local Viking
- TrackRight
- Leadsnap

Project Management

- Trello
- Teamwork
- Discord

EDUCATION

Bachelor of Science in Nursing

Our Lady of Fatima University

06/2005 | Quezon City, Philippines

Our Lady of Fatima University (OLFU) is a premier educational institution in the Philippines particularly in the field of allied health sciences.

- Collaborated with web developers to ensure proper implementation of SEO recommendations.

CERTIFICATES

Search Engine Optimization (Advanced) [↗](#)

All White Hat Advance SEO Course

Search Engine Optimization (Fundamentals) [↗](#)

All White Hat SEO Fundamentals Course

Local Search Engine Optimization [↗](#)

Local SEO Masterclass Course