



KHRIZ ZARAGOZA

SEO EXPERT

CONTACTS



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www.khrizclusive.com

SKILLS

TECHNICAL SKILLS

- Technical SEO
- Content Strategy & SEO Copywriting
- Keyword Research & Analysis
- SEO Analytics & Search Console
- SEO Tools
- Page Speed Optimization
- Mobile & UX Optimization
- Link Building Strategies
- CMS Platforms (WordPress, Shopify)

SOFT SKILLS

- Data Interpretation & Reporting
- A/B Testing & Experimentation
- Local SEO & Google Business Profile Optimization
- Algorithm Update Monitoring & Recovery
- Problem-Solving & Critical Thinking
- Project Management
- Communication & Collaboration
- Attention to Detail

ABOUT ME

I am a seasoned digital marketing professional with expertise in SEO and Pinterest Marketing since 2015.

With a deep understanding of search engine behavior, I've developed a strategic framework that integrates SEO, Pinterest, and Digital Pr to drive sustainable traffic and measurable business growth.

EXPERIENCE

SEO MANAGER

Freelance

2015 - Present

- Perform Ongoing Keyword & Competitor Research
- Optimize Technical SEO & Site Performance
- Create & Optimize High-Quality Content

PINTEREST MANAGER

Freelance

2015 - Present

- Develop a Keyword-Rich Pinning Strategy
- Design Click-Worthy, Branded Pins
- Analyze Performance & Optimize Weekly

CASE STUDIES

CLIENT - KITCHEN NICHE ECOMMERCE STORE

Challenges

- Site is struggling to get traffic more than 600 visitors a month
- No content plan and poor On-page Optimization implementation
- No internal linking strategy

Solutions

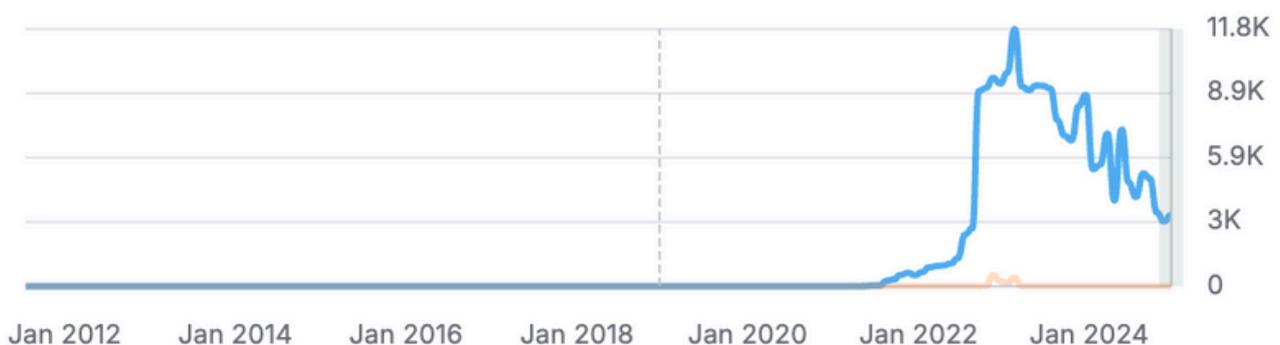
- Restructured meta tags, headlines, and page architecture around keyword intent
- Built and optimized blog content targeting oil disposal, eco-cleaning, and kitchen sustainability
- Developed an internal linking strategy to support new and existing content

Results

- We grew their monthly traffic to 233% a month
- After our SEO overhaul, the majority of their top-ranking pages were newly published assets created under my strategy. These posts now drive the bulk of their organic traffic.

Organic Traffic 3,279/month

Organic Traffic Paid Traffic | Notes ▼



[Full Case Study](#)

CASE STUDIES

CLIENT - TRAVEL BLOG WEBSITE

Challenges

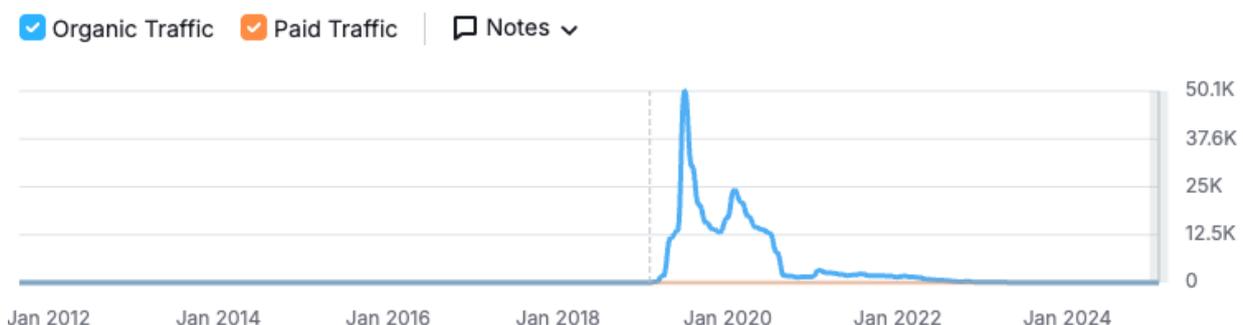
- Weak keyword targeting on both Pinterest and blog content
- Inconsistent blog publishing and minimal on-page SEO
- High Pinterest potential, but scattered pinning and no system

Solutions

- SEO Audit to identify technical issues and content gaps
- On-Page Optimization: rewrote metadata, headlines, and improved keyword targeting on core travel content
- Content Strategy: updated existing posts and launched new SEO-driven blog content tied to high-volume keywords
- Internal Linking Structure: connected relevant posts to support ranking and reduce bounce rate
- Pinterest Overhaul: cleaned boards, optimized profiles with keywords, designed branded pin templates
- Strategic Scheduling: launched consistent, seasonal pinning calendar synced with blog topics for better alignment and evergreen traffic
- Analytics Tracking: set up to measure pin performance, blog rankings, and funnel conversion across both platforms

Results

- Site traffic went up by 160% through combined Pinterest and On-Page optimization
- Improvements in reach and visible traffic for both Website and Pinterest profile



[Full Case Study](#)

CASE STUDIES

CLIENT

Challenges

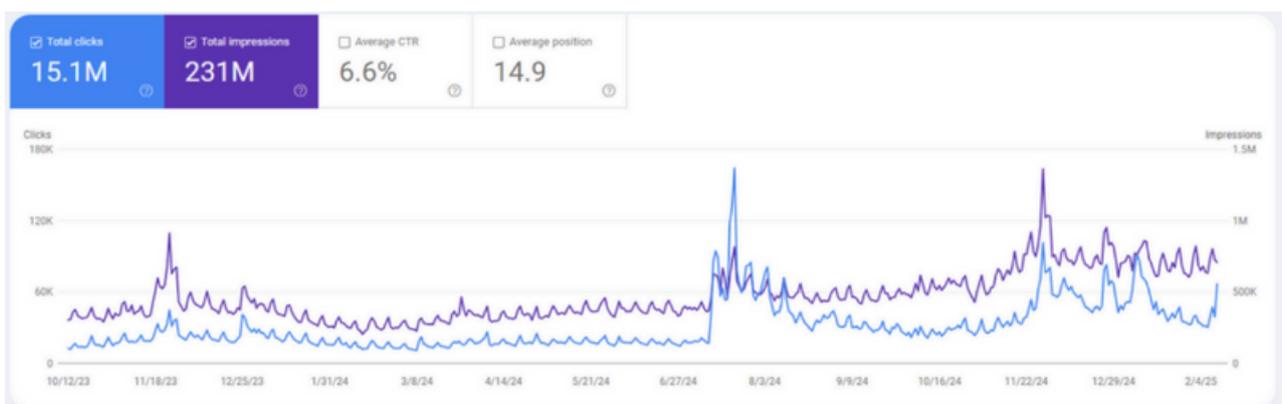
- Site has poor site structure and UI design
- Keyword optimization needs improvement
- Low Domain Authority
- Lacking of new blogs and content updates

Solutions

- Conducted a comprehensive website audit to identify technical and content-related SEO issues.
- Redesigned website with improved user experience, mobile responsiveness, and improved page structure.
- Conducted keyword research to identify target keywords and optimized website content with target keywords.
- Built high-quality backlink from relevant websites to improve site authority
- Implemented local SEO tactics, including Google My Business listing optimization and citations in local directories.
- Created and updated blogs starting the 2nd half of the year.

Results

- Improvement in site impressions and traffic by almost 100%
- Improved website rankings for target keywords, resulting in increased visibility and leads
- Improved user experience and website engagement, leading to high conversion rate.



CASE STUDIES

CLIENT | PLASTIC SURGERY CLINIC

Challenges

- Plastic surgery clinic facing issue with low Click Through Rate
- CTR drop due to poor SEO optimization
- Lacking of keyword optimization, poor site structure, and outdated content
- Increased competition because of increasing number of clinics around the area

Solutions

- Performed thorough analysis of website and created customized SEO strategy.
- Conducted keyword research to find niche relevant keywords.
- Incorporated keywords to pages, blogs, meta descriptions, and alt tags.
- Mapped contents for the entire campaign.
- Fixed internal linking and sitemap for easy navigation.
- Updated contents to make them relevant, informative and engaging.

Results

- Sites ranking improved significantly in SERP
- CTR on website increased
- Attracted more leads
- Increased traffic, leads and overall online performance.



CASE STUDIES

CLIENT | LOCAL HOME IMPROVEMENT

Challenges

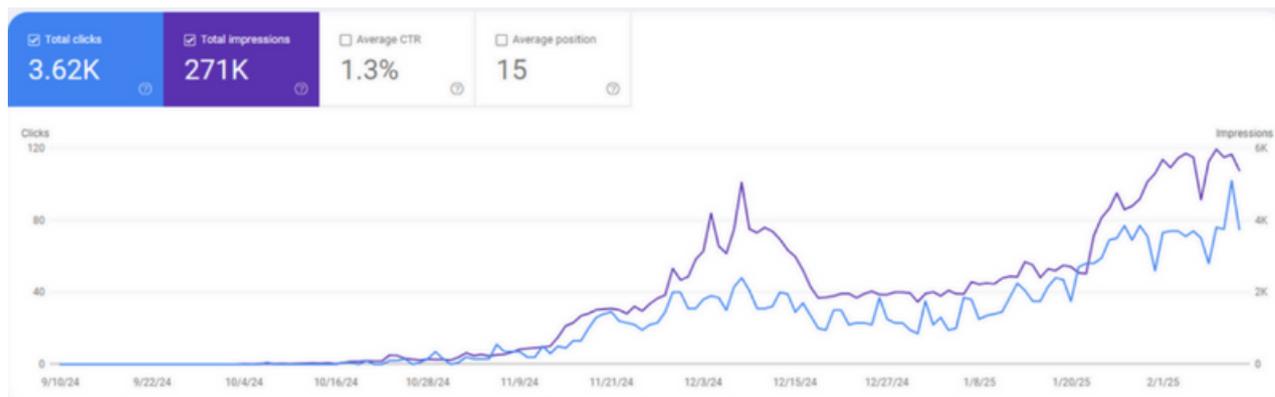
- Low organic traffic
- Poor website ranking and target keywords
- High bounce rate
- GMB profiles not optimized

Solutions

- Conducted a thorough website audit to identify technical issues that were hindering the websites ranking.
- Implemented keyword rich content and on-page optimization
- Built high-quality backlinks from reputable sources to improve websites authority and increase visibility in search engines.
- Published engaging blog posts and guides to attract and retain visitors, reducing bounce rate and increase dwell time.
- Optimized GMB and other local citation profiles.

Results

- Increased organic traffic by 200%
- Improved website ranking for target keywords
- Lowered bounce rate by 30%
- Attracted new customers and increased appointment rate by 50%



CASE STUDIES

CLIENT | MARKETING AGENCY

Challenges

- Low organic traffic
- Poor website ranking and target keywords
- High bounce rate
- GMB profiles not optimized

Solutions

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- Implemented keyword rich content and on-page optimization
- Built high-quality backlinks from reputable sources to improve websites authority and increase visibility in search engines.
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