



Patrick Upton

SEO Analyst

Experienced in technical SEO auditing, keyword research, and page speed analysis across e-commerce and publishing platforms using SEMrush, Sitebulb, and Google Search Console. Raised the indexation rate by 33.03% across a 14,000-URL e-commerce catalog by restructuring XML sitemaps and correcting robots.txt directives. Holds a Google Ads Search Certification and a BS in Marketing from Utah State University.

CONTACT INFORMATION



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Tooele, UT 12345

EDUCATION

- BS Marketing
2016 - 2020
Utah State University, Logan, UT

KEY SKILLS

- SEMrush
- Google Search Console
- Sitebulb
- Looker Studio
- XML Sitemap Management
- schema.org Structured Data
- Technical SEO Auditing
- Page Speed Analysis
- Keyword Research
- Competitor Analysis
- Google Analytics / GA4

PROFESSIONAL EXPERIENCE

SEO Analyst I | 2023 - Present

Bonneville Ridge Digital Group, Tooele, UT

- Raised the indexation rate by 33.03% across a 14,000-URL e-commerce catalog by restructuring XML sitemaps and correcting robots.txt directives over 4 months.
- Grew organic impressions from 1.7 million to 2.39 million per month by rewriting meta titles and adding schema.org structured data to 87 product category pages.
- Reduced average page load time from 4.8 seconds to 2.9 seconds by coordinating image compression and deferred script loading with the front-end team.
- Prepared weekly Looker Studio dashboards translating traffic and ranking data into plain-language summaries for 3 non-technical stakeholders.

SEO Specialist I | 2021 - 2023

Wasatch Crest Marketing LLC, Salt Lake City, UT

- Improved page load speed by 26.07% across 4 client WordPress sites by auditing render-blocking resources in Sitebulb and implementing lazy loading.
- Increased organic impressions by 38.41% for a regional health-care client within 6 months by targeting 312 long-tail queries identified in SEMrush.
- Gathered competitor pricing and ad-spend data quarterly, producing 16 comparison reports that guided bidding strategy adjustments worth \$57,470 in saved PPC spend.
- Forecast monthly organic traffic trends using Google Analytics and Search Console data, achieving a mean forecast error of 3.04% over 8 consecutive quarters.

Junior SEO Analyst I | 2020 - 2021

Cedar Pass Media Co., Provo, UT

- Boosted the site-wide indexation rate by 19.03% for a 4,200-page publishing platform by submitting corrected XML sitemaps and removing orphan URLs.
- Grew organic impressions by 22.06% over 5 months by drafting meta descriptions and H1 tags aligned with high-volume search queries.
- Compiled monthly performance reports illustrating click and impression trends graphically, cutting report preparation time from 9 hours to 4 hours per cycle.

CERTIFICATIONS

- Google Ads Search Certification, Google, 2022