



Ramon Rao

SEO Manager

ABOUT ME

Experienced in directing site migrations totaling over 25,170 pages across multiple platforms without traffic loss, with deep proficiency in Ahrefs, SEMrush, Google Search Console, and GA4. Attributed \$327,400 in incremental annual revenue to organic search by building GA4 conversion funnels and aligning attribution models with the finance team. Holds a SEMrush SEO Toolkit Certification and 12 years of experience spanning technical auditing, backlink strategy, and revenue attribution modeling.

PROFESSIONAL EXPERIENCE

SEO Manager | Cascade Bluff Digital Group, Ellensburg, WA

2020 – Present

- Migrated 18,740 pages to a consolidated domain without traffic loss by mapping redirect chains, validating schema.org structured data, and monitoring Google Search Console for 14 weeks post-launch.
- Attributed \$327,400 in incremental annual revenue to organic search by building GA4 conversion funnels and aligning attribution models with the finance team.
- Raised the site's domain authority score from 34 to 52 over 18 months by directing a backlink acquisition strategy and disavowing 1,130 toxic links identified in Ahrefs.
- Collected and analyzed customer demographic and preference data from 7 quarterly surveys, translating findings into keyword targeting briefs that guided content planning.
- Onboarded 3 junior team members on technical audit processes and dashboard creation, bringing each to independent work in 24 days instead of 42.

Senior SEO Specialist | Kittitas Ridge Marketing LLC, Yakima, WA

2016 – 2020

- Attributed \$189,740 in incremental annual revenue to organic channels by tracking transaction volume and cost per acquisition in Google Analytics across 4 product lines.
- Increased domain authority score by 11 points over 14 months by auditing competitor backlink profiles in Ahrefs and securing placements on 63 high-relevance referring domains.
- Analyzed web metrics including time on site, page views per visit, and traffic mix for 9 product categories, delivering monthly Looker Studio reports to the executive team.
- Directed 4 trained survey interviewers collecting B2B buyer preference data, producing segmentation reports that shaped keyword prioritization for 2 annual campaigns.

SEO Analyst | Taneum Creek Media Co., Wenatchee, WA

2014 – 2016

- Migrated 6,430 pages from a legacy CMS to WordPress without traffic loss by creating URL mapping spreadsheets and implementing 301 redirects verified over 8 weeks.
- Improved the site's domain authority score from 19 to 28 within 10 months by identifying and securing 41 niche backlink opportunities through Moz link analysis.
- Collected click-through rate, conversion rate, and cost-per-click data weekly from Google Search Console and SEMrush, compiling variance reports that cut executive review time by 90 minutes per cycle.

CONTACT INFORMATION

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EDUCATION

- BA in Communication Studies
Central Washington University
Ellensburg, WA | 2010 – 2014

KEY SKILLS

- SEMrush
- Google Analytics / GA4
- Google Search Console
- Ahrefs
- Looker Studio
- Technical SEO Auditing
- schema.org Structured Data
- XML Sitemap Management
- Site Migration Planning
- Revenue Attribution Modeling
- Survey Design and Analysis

CERTIFICATIONS

- SEMrush SEO Toolkit Certification, SEMrush, 2021