



# ZARAH ANN ACEBEDO

## SEO SPECIALIST

### CONTACT

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### SKILLS

- Keyword Research:
- Analytics and Reporting
- Link Building:
- Content Creation and Optimization
- Communication Skills

### EDUCATION BACKGROUND

#### ST. DOMINIC SAVIO COLLEGE

Bachelor in Science and Business  
Administration - Major in  
Management

As an SEO Specialist, my main responsibility is to help businesses improve their online presence and visibility by increasing their website traffic and search engine rankings.

### RELEVANT EXPERIENCE

#### NEW JERSEY GENERAL CONTRACTORS AND BUILDERS

Jan 2022-Dec 2022

- Bolstered organic search performance through analysis of keyword effectiveness for targeted campaigns, boosting customer retention by 30%.
- Analyzed 85+ competitors' websites using various competitor intelligence tools to implement improvements in SEO strategy and ensure a 40% lower cost per click.

#### COMPLETE ROOF SYSTEMS

Jan 2021- Dec 2021

- Analyzed 250 national and local auto dealership keyword rankings, establishing key phrases to prioritize and target in optimization efforts.
- Identified 20% growth in local auto dealership organic search visibility by optimizing website content & structure.
- Researched & extracted competition information to help maintain localized ranking of 500+ keyword terms, driving organic traffic up by 10%.

# CERTIFICATES

**ProVA**  
VIRTUAL ASSISTANT  
www.prova.ph



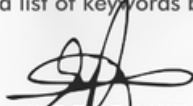
## CERTIFICATE

OF PARTICIPATION


THIS CERTIFICATE IS PROUDLY PRESENTED TO:

*Zarah Ann O. Acebedo*

for successfully participating in **Search Engine Optimization (SEO) - Online Course**, with the following course outline: Introduction to SEO, Google Replaces the Phone Book, How Search Engines Work, What it Takes to Rank, Long-Tail Concept & Theory Content is King, How to Approach Your SEO Strategy, On-Page SEO, Website Content, URL Structure, Title Tags & Meta Tags, Headline Tags, Internal Linking, Off-Page SEO, Linking to you?, How are they Linking to you?, Using Social Media to spread content, Identifying Keyword, How to identify Long-tail Keywords, Check your website analytics, Keyword Research Tools, Search for Keywords, Measuring Success, Traffic, Lead/ROI, Indexed Pages, Inbound Links, Keywords, Ranking, Make a list of keywords build a keyword-focused webpage, Create a link building Plan, White Hat SEO Practices.

  
**JUDE REQUIZ**  
SEO COACH

This 19th day of February 2023

  
**DHAMIELYN A. SARNO**  
Coach | ProVAPH Co Founder