

# SEO and Digital Marketing Portfolio

Mary Lofinmakin

6 years experience in SEO and Digital Marketing

Certified Adwords Certificate

# SEO Services Provided 2019 Checklists

- ✓ Keyword and Competition Research
- ✓ Title tags and Meta descriptions
- ✓ H tags
- ✓ Optimize images
- ✓ Use variations throughout
- ✓ Use outbound links
- ✓ Make your content easily consumable
- ✓ Publish long form content
- ✓ Link to other posts and pages
- ✓ Improve pagespeed
- ✓ Add social sharing buttons
- ✓ Maximize CTR
- ✓ Use rich snippets, schema, and microdata
- ✓ Reduce bounce rate
- ✓ Make your site mobile-friendly
- ✓ Extensive Link Building Strategies



Mary Lotinmakin



Completed

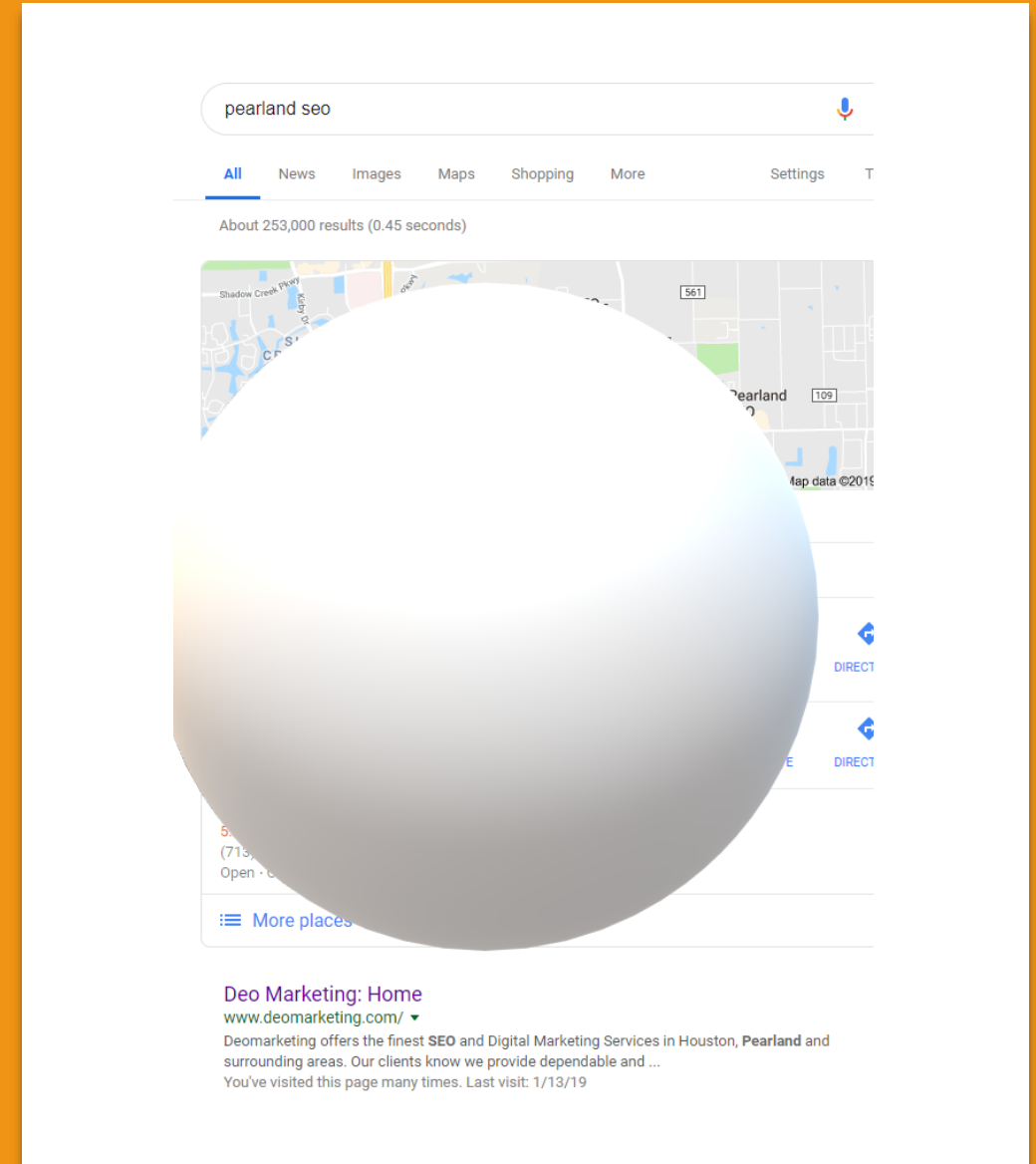
**Google Ads Search Certification**

on August 15, 2018

Completion ID: 19497058 Expires: August 15, 2019

## SEO Services - Deo Marketing

- Provided Search Engine Optimization services.
- Company is now ranking no 1 for search terms “pearland seo”
- I help the company rank higher in Google by optimizing the website.
- Website Audit
- On-page Optimization
- Off-page Optimization
- Technical SEO
- Content Marketing
- Site Structure Architecture Audit



# SEO Services - Tenlee Media

- Provided Local SEO services for Tenlee Media. Now No 1 for search term “seo expert nyc”.
- Local on-page optimization
- Local Citations
- Local Directory
- Google My Business
- Google My Business Map
- Local off-page optimization
- Local link building strategies

The screenshot shows a Google search for "seo expert nyc". The search bar is at the top with the Google logo on the left and a microphone icon on the right. Below the search bar are tabs for "All", "News", "Maps", "Images", "Shopping", and "More". To the right of these tabs are "Settings" and "Tools". Below the search bar, there is a toggle for "SEOquake" and a message "About 7,320,000 results (0.51 seconds)".

The main content area features a "Your Site on Google" summary box. It includes a profile icon with the letter 'M' and a checkmark, the text "Your Site on Google", and the URL "https://www.tenleemedia.com/". Below this, it says "See how your site has been showing for this query for the past 7 days and compare to the previous 7 days:". A table shows performance metrics:

Clicks	Impressions	Average Position
2	129	2.2
-33%	+36%	-0.3

Below the table is a "See ways to improve" button. At the bottom of the summary box, it says "Visible only to you" and "Feedback".

Below the summary box is a search result snippet for "SEO Expert NYC - Tenlee Media" with the URL "https://www.tenleemedia.com" and category "Uncategorized". The snippet text reads: "Oct 23, 2018 - **SEO** Can Help Your Company. Search engine optimization (**SEO**) is a critical component of online marketing. Google processes billions of ... You've visited this page many times. Last visit: 1/20/19".

# SEO, Adwords, Email Marketing and Social Media Management

- I provided SEO, Email Marketing, Google Adwords and Social Media Management
- SEO Services
- PPC Services
- Increasing revenue and traffic
- Social Media Management
- Instagram. LinkedIn. Facebook. Twitter
- Increased revenue by 65%
- Increased new users 680k in one year
- Increased One year revenue \$625k

