

Michael M Williams

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<https://seobymichael.com/>

Director, Search Engine Optimization

10+ years of successful experience in search engine optimization, technical SEO, and consulting, driving new digital business initiatives and delivering on strategic priorities.

- **Empowering leader with 8+ years of experience** managing contractors & cross-functional teams
- **Strategically Perceptive** who can derive new keywords from competitive research
- **Strong Communicator** who can educate and bring awareness to new & existing SEO concepts
- **Data Driven** individual who relies heavily on data & strategy to obtain organic growth
- **Constant innovator** who is well-versed in predicting organic trends and evaluating emerging algorithmic updates to keep KPIs within grasp

Expertise

SEO | SEM | Screaming Frog | Oncrawl | Sitebulb | Ahrefs | SEMrush | Sistrix | SEO Radar | Google Search Console | Google Analytics (UA / v4) | Google Tag Manager | Google Data Studio | Google Trends | Bing Webmaster Tools | WordPress | Contentful | Netlify | Moz | Clearscope | Hotjar

Experience

SocketLabs – Director of Search Engine Optimization 2021 to 2022

- Managed content writers & provided keyword research to create content for target audiences
- Managed website developers to troubleshoot page load speed and other technical SEO issues
- Worked closely with SEM to collaborate efforts for keyword rankings and tracking
- Reviewed every piece of new content for SEO best practices
- Developed a strategy to update and optimize existing content to rank better
- Developed a new sitemap for the website to best utilize keywords for target audiences
- Spearheaded the development, design of a new glossary section
- Increased organic brand visibility in SERPs by 4%
- Increased Click Through Rate (CTR) percent by an average of 2% across all pages

Email On Acid (by Sinch) – SEO Specialist 2021 – 2021

- Handled SEO strategy, auditing, and implementation of SEO fixes
- Conducted on-page SEO reviews before content went live
- Planned, analyzed, and strategized keyword focus and optimization

Pathwire (by Sinch) – SEO Specialist 2020 – 2021

- Led international enterprise SEO strategy and multiple brand organic visibility in SERPs
- Executed, managed and scaled SEO language tags for our global web properties
- Liaised with developers to develop a custom SEO strategy for highly technical website problems

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Mailjet (by Sinch) – SEO Specialist

2019 – 2021

- Handled enterprise SEO strategy for organic visibility in SERPs
- Exceeded organic traffic company goals by 30% in YoY comparison
- Developed and research content solutions for improved conversion rates inside the sales funnel

Mailgun (by Sinch) – SEO Specialist

2019 – 2021

- Utilized organic SEO methods to increase Mailgun’s visibility on major search engines
- Exceeded organic traffic company goals by 30% in YoY comparison
- Created and developed white hat linking building strategies

Dreamscape Marketing, LLC – SEO Campaign Manager

2017 – 2019

- Led an SEO team of 5 that, in total, monitored hundreds of client websites
- Developed SEO guidelines/standards to improve companywide understanding & awareness
- Created award-winning case studies from client website recoveries

Partition Plus Inc – SEO Specialist

2015 – 2017

- Handled search engine optimization and Google AdWords / Analytics campaigns.
- Redesigned website for users / created / improved brand perception & organic web presence
- Conducted backlink & content audits and created PR campaigns to increase brand recognition

House of Representatives – Internet & SEO Specialist

2013 – 2014

- Managed website customizations for 400+ members, caucuses, and committees.
- Troubleshoot issues, SEO & provide feedback on day-to-day operations of their sites.
- Created, Updated or Redirected website forms, their thank you pages & newsletter lists.

Freelance SEO – SEO Consultant

2011 – Present

- Provided consultation of website audits with issues preventing client’s goals & how to fix them.
- Provided timeline of deliverables after audit if brought on for hands-on implementation of fixes
- Educated clients on SEO best practices, algorithm updates, & competitor strategies.

Military

F-16 Crew Chief – United States Air Force (Honorably Discharged)

1999 – 2002

- In charge of an F-16 fighter jet & responsible for routine inspections for flight readiness.
- Preflight / thru flight / postflight & BPO inspections to assure aircraft mission readiness.
- Worked end of the runway to check for inspection errors that could result in injury.

Recommendations

<https://www.linkedin.com/in/deacyde/>