

# Celeste Gonzalez

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## Skills

WordPress	Google Search Console	Semrush
Universal Analytics	Google Data Studio	MarketMuse
GA4	Ahrefs	Sitebulb
Google Business Profile		

## Experience

### SEO Specialist, RicketyRoo, August 2021 - Present

- Created a local content gap analysis process to recommend content updates and new content ideas effectively to clients that was published on BrightLocal and featured throughout the SEO community.
- Conducts extensive keyword research through Google Search Console data and Ahrefs to deliver a detailed SEO strategy of what content needs to be improved, new content opportunities to explore, and content gaps between competitors.
- Manages client relationships through the use of Google Docs to obtain client feedback on content to leverage their expertise and use their voice to connect with potential customers.
- Sets up GA4 accounts for clients through Google Tag Manager to accumulate data before Universal Analytics (UA) phases out.
- Completed 25 service page rewrites for the launch of a client's site in less than a month.
- Manages company expectations with vendors by communicating through Zoom and emails.
- Executes every step of content development from keyword research, to content research, to content briefs, and creation.
- Conducts SERP analyses of keywords to improve existing content and create new content for clients that surpasses what their competition is doing.
- Completes technical SEO audits using Sitebulb and GTMetrix to enhance site speed, and make the website more user-friendly, and easily crawlable.
- Manages Google Business Profiles for clients including product updates and weekly posts.
- Completes competitive analyses to look for missed opportunities and ways to improve client content, link strategies, and the website overall.

### Content Writer (<https://www.celesteseo.me/>), January 2021 - Present

- Conducts research based on keywords given and target audience to create blog posts for ecommerce stores using SurferSEO, AnswerThePublic, and Ahrefs.
- Wrote guest posts and service descriptions to create topical relevance for clients across different niches

### Creator (<https://celestelili.com/>), October 2020 - Present

- Operated the blog construction, migration from WordPress.com to a self-hosted domain, and maintenance of celestelili.com via WordPress leading to over 3,000-4,000 page views per month.
- Manages on-page SEO, including content, meta-descriptions, alt-tags, sitemaps, and load speed on-site.
- Conducts off-page SEO strategies such as networking on Twitter and Quora outreach.

## Education

### University of California, Davis

December 2021

Managerial Economics, Bachelor of Science

## Featured

[How to Identify Content Gaps for Local Businesses](#) - BrightLocal

[How to Grow Organic Visibility by Tweaking your Content](#) - Semrush

[Content and Core Values](#) #SEOThread - Semrush