

GLAIZA MATUGUINA

SEO Specialist

Cebu, Philippines | glaizamatuguina@gmail.com | +63 963 078 0144 |

<https://glaizamatuguina.pinoyseo.ph> | [linkedin.com/in/glaiza-matuguina-glaizaseo](https://www.linkedin.com/in/glaiza-matuguina-glaizaseo)

Summary

Motivated SEO specialist with hands-on experience in website optimization and proven success in achieving high rankings for targeted keywords. Skilled in keyword research, on-page and off-page SEO, and utilizing analytics tools to enhance website performance. Committed to driving organic traffic and improving online visibility for local businesses.

Skills

- Keyword Research
- Website Audits
- On-Page & Off-Page SEO
- SEO Analytics & Reporting
- Google Analytics, Search Console
- Ubersuggest, SEMrush, Ahrefs, Screaming Frog
- WordPress (Elementor)
- Local SEO & Directory Listings

Work Experience

Freelance SEO Specialist

June 2024 - Present

- Ranked **glaizamatuguina.pinoyseo.ph** #1 for the keyword **“SEO specialist in Minglanilla, Cebu.”**
- Conducted SEO audits, keyword research, and implemented on-page SEO for personal and client websites.
- Managed and optimized SEO strategy for **biradamaster.com**, a gamefarm breeding website.
- Applied local SEO strategies to improve the visibility of websites in local searches.

Hands-On Experience

SEO Bootcamp, PinoySEO.ph

Completed July 2024

- **Optimized a Dental Clinic Website:** Conducted keyword research, on-page SEO, and technical optimization to improve the site's rankings for local keywords related to dental services.
- Focused on improving the website's technical SEO, optimizing meta tags, enhancing local SEO, and boosting user experience.
- Utilized tools like Google Search Console, Google Analytics, and Ubersuggest to monitor performance and make data-driven SEO improvements.

Education

SEO Bootcamp, PinoySEO.ph

Completed July 2024

Projects

- **glaizamatuguina.pinoyseo.ph**
 - Achieved #1 ranking for "**SEO specialist in Minglanilla, Cebu.**"
 - Developed the subdomain to showcase SEO expertise, focusing on local SEO strategies and blog content optimization.
- **biradamaster.com (on-going)**
 - Implemented SEO strategies and optimized content for a gamefarm breeding website, focusing on both on-page and off-page SEO techniques.
- **Dental Clinic Website Optimization**
 - Applied SEO strategies during the bootcamp to enhance the local search visibility of a dental clinic, improving rankings for service-related keywords.

Tools & Software

- Google Analytics
- Google Search Console
- Ubersuggest

- SEMrush
- Ahrefs
- Screaming Frog
- WordPress (Elementor)

References

Available upon request.