

Bill Edwards

SUMMARY:

A seasoned Local SEO expert with over six years of experience, I specialize in crafting bespoke strategies that propel businesses to the top of local search results. My passion lies in exceeding client expectations and delivering tangible results. I am more than just an SEO expert; I am a growth catalyst. I am passionate about helping businesses thrive in the digital landscape and achieve their full potential.

EXPERIENCE:

Inspired Marketing & Design October 2020 – Present

- **Strategic portfolio management:** Effectively manage and deliver personalized SEO campaigns for a diverse portfolio of clients, ensuring their unique needs are met.
- **Local SEO Strategy:** Develop and implement tailored local SEO strategies for businesses across various industries, maximizing online visibility and local reach.
- **Mobile-first focus:** I understand the importance of mobile optimization and ensure all client websites are mobile-friendly for peak local SEO performance.
- **Google My Business Optimization:** Skilled in optimizing Google My Business listings to improve local search visibility.
- **Local Listings Management:** Manage and optimize local listings across multiple platforms like Yelp and Bing Places, and Apple Maps enhancing overall local online presence.
- **Online Review Management:** Implement strategies to increase positive online reviews, boosting client reputation and trustworthiness.

Phoenix Online Media (Search Engine Optimization Manager) April 2016 – October 2020

- **Client Portfolio Management:** Effectively managing SEO campaigns for 25 local clients and one large nationwide home builder.
- **Content Creation and Optimization:** Developed and implemented local SEO-focused content strategies, increasing local engagement and rankings.
- **Online Review Management:** Implemented strategies for increasing positive online reviews, boosting client reputation and trustworthiness.
- **Social Media Integration:** Integrated social media strategies with local SEO efforts, enhancing overall digital presence and engagement.
- **Keyword Research and Optimization:** Proficient in conducting in-depth keyword research and optimizing websites for local search terms.
- **Local SEO Audits:** Conducted comprehensive local SEO audits, identifying and rectifying issues to enhance local search performance.
- **Collaboration with Web Developers:** Worked closely with web developers to ensure SEO-friendly website designs and structures.