

Roberto Torres

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Professional Summary:

Results-driven SEO Consultant with 5+ years of experience using SEO techniques to drive organic website traffic and manage successful SEO campaigns. Skilled at measuring organic traffic, keyword rankings, and developing technical SEO campaigns. Highly competent in conducting SEO audits and competitive analysis to implement data-driven solutions and improve campaign efforts.

Have been featured on publications from WooRank, LocaliQ, Church Tech Today, and ChurchMag.

Published The Local Marketing Handbook: Five Fundamentals to Increase Business and Impact Community in 2021.

Work Experience

SEO Consultant

Self Employed Contractor - Ware, MA

January 2019 to Present

- Manage SEO campaigns by using diverse tools, services, and applications to measure organic traffic, keyword rankings, and technical issues, successfully achieving desired results.
- Conduct competitive analysis through audits on keywords and SERP results of other sites to drive decision-making.
- Run technical SEO audits with tools like Google Search Console, Sitebulb, and Ahrefs to uncover and address issues like invalid SSL certificates, mobile usability issues, page canonicity, 400 and 500 errors, and then completing tasks to fix them.
- Perform local SEO campaigns using apps like BrightLocal, Local Falcon, and Google Business Profile that result in increased local organic traffic for queries with local search intent.
- Improve WordPress page rankings with plugins like Yoast, RankMath, and AIOSEO by managing redirects, updating titles, descriptions, and alt text, increasing page visibility for targeted keywords.
- Increase click-through-rates for ranking pages by improving copy within page titles and descriptions, making pages stand-out inside the SERP.

Tech and Media Coordinator

Christ Community Church - Belchertown, MA

January 2014 to December 2020

- Completed projects like building iOS and Android app on Subsplash platform. Editing and publishing of sermon videos, design website on Church Plant Media content management system.
- Maintain and train church Office 365 instance. Create digital and print media for mailings, brochures, podcasts and radio broadcasts. Manage analytics with PowerBI, Hotjar, Google Search Console and Google Analytics.

Systems Consultant

Linium

January 2017 to December 2019

- Projects included migration of legacy email archives to Office 365 and Exchange Online, responding to and manage Exchange related service requests, outages and patches. Manage Azure Active Directory services.
- Implementing a new Cisco Email Security appliance, managing role based security requests for internal systems, maintain Windows Server and Exchange Email environment, troubleshoot Windows Server related requests and changes.

Skills

- Search Engine Optimization (SEO), Google Analytics, Digital Marketing, Competitive Research (6 years)

Publications

Local SEO Strategy for Churches

<https://churchtechtoday.com/local-seo-strategy/>

January 2022

- How can a local church attract more people who live 15 minutes away? This article discusses one of my favorite options: online with local SEO.
- According to a 2017 Baylor University Religion Survey, the average church-going American lives between 6 and 15 minutes from their place of worship, and only 9 percent of worshipers travel more than 30 minutes to attend a service.

5 Internal Linking Lessons to Reach Your Audience

<https://www.woorank.com/en/blog/internal-linking-guidelines>

August 2023

- There's strong evidence to suggest that investing in building internal links on your website will immediately result in more organic traffic.
- Looking at 5 internal link techniques to apply to every page and reach your target audience.

The Local Marketing Handbook: Five Fundamentals to Increase Business and Impact Community

https://www.amazon.com/Local-Marketing-Handbook-Roberto-Torres/dp/1950995437/ref=tmm_hrd_swatch_0?_encoding=UTF8&qid=&sr=

July 2021

- The Local Marketing Handbook is an easy-to-read guide filled with the fundamentals for successfully marketing your local small business.
- Inside, you will learn the 3 P's of local marketing, how to build an effective online local marketing campaign, how to impact your community, and help others do the same.
- This book will equip you, the business owner, with precisely what you need to grow your local business and become an agent of change for your community.

Additional Information

Relevant Skills:

Search Engine Optimization (SEO), Google Analytics, Digital Marketing, Competitive Research, Ahrefs, Sitebulb, Google Search Console, Mangools, SurferSEO

Technical Skills:

HTML, CSS, Wordpress, Duda, Squarespace, DNS, Exchange, SQL