



Lordjegar Laurel



<https://lordjegarlaurel.com>



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Cebu City, Philippines

ABOUT ME

I am Tech Savvy Person who believes that as Technology Evolves, Society will follow and that's how I fall in love with Technology and I am always keen to learn new stuff.

EXPERIENCE

• 2024-2025

Cebu City - Philippines

SOPHI OUTSOURCING

- SEO Specialist at Sophi Outsourcing. Built and optimized WordPress sites while performing SEO tasks using SEMrush and Screaming Frog. Handled keyword research, meta tags, redirections, technical audits, and ensured SEO best practices.

• 2023-2024

Cebu City - Philippines

SOPHI OUTSOURCING

- Web Content Specialist at Sophi Outsourcing. Built and optimized WordPress websites, created SEO-friendly content, customized layouts, and implemented HTML, CSS, and JS. Focused on conversions and aligning sites with brand goals.

• 2022-2023

Cebu City - Philippines

QUALFON INC.

- Tier II Tech Support Agent at Qualfon Inc. Assisted customers via voice with programming, activations, troubleshooting, and network issues. Awarded Agent of the Month (Jan 2023), Best in Attendance, and Top Trainee.

TOOLS THAT I HAVE USED

- | | | | | |
|---------------|--------------------|---------------|--------------|--------------|
| • WordPress | • Semrush | • cPanel | • Cloudflare | • Cloudflare |
| • Elementor | • Screaming Frog | • DirectAdmin | • Canva | • Canva |
| • Divi | • Google Analytics | • Hestia | • Photoshop | • Photoshop |
| • WooCommerce | • Search Console | • CyberPanel | • VPS | • VPS |

EXPERTISE

- Building WordPress Site
- Web Hosting Management and Support
- Domain Management
- On-Page SEO (Keyword Reserach, Internal Linking and etc)
- Off-Page SEO (Citations, Backlinks)
- Technical SEO Audit (Fixing Redirection, Broken links, Overall Structure

SKILLS SUMMARY

- | | |
|----------------------------|-----------------|
| WordPress Building/Support | <div></div> 96% |
| Web Hosting Support | <div></div> 95% |
| Full SEO Implementation | <div></div> 95% |
| DNS Management | <div></div> 98% |

Hello, My name is Lordjegar Laurel you can call me Jegar, and I specialize in Web Design, SEO, and Hosting. Upon reviewing your job listing, I believe my skill set aligns well with your team's needs. Below are some questions that highlight my experience in these fields specifically for SEO.

1. Do you got a portfolio?

- Yes, this is my Portfolio website <https://lordjegarlaurel.com/> it includes all of my experience, website built, SEO Projects and etc.

2. What is your Experience with Local SEO?

- I got a lot of experience in Local SEO, I do Keyword Research, On-Page SEO, Off-Page and Technical Audit.

3. What is your SEO Tools?

- My SEO Tools would be, Semrush, Screaming Frog, Google Analytics, and Google Search Console.

4. Can you Explain Further on how you do Local SEO step by step?

- Yes, to explain I will focus more on the Website that I have built and do the SEO Implementation while I'm still working on my Previous Job, The Website would be <https://stripgunclub.com/>.

Initial Pre Sweeps Prep

Before I do anything, I always setup a Google Sheets so that I can Data Entry All data I get from my tools, These would be the link:

<https://docs.google.com/spreadsheets/d/1e0uiugZNVftGs7yAiX9q71iB4jj4f7WDPrGTtZmfWo/edit?usp=sharing> for you to see. Afterwards, I will compare now the Data from Screaming Frog and Semrush, Before I do any keyword research, I will First structure the site, as it helps me in building the site easily and implementing SEO and Technical SEO, I will arrange it by categories, The Home Categories that consist of just homepage, I know it's redundant but it helps me so much, the 2nd One Would be Activity/Products/or pages that generates conversion/sales I will put them on that Category, Often times the Client has a Blog, so I will make a Blog category that consist of all client blogs, and Lastly the Foundational Pages which consist pages of such as About Us, Contact us and etc. These would help me make my workflow easier and clean, you can check these sample on the "Page Optimization Tab" from the sheets.

Keyword Research and Title/Meta

After I ensure the structure of the site, I will proceed then to keyword research each page using Semrush, as there is a lot of pages, I will focus more on the home page and one activity to easily explain, the client offer Gun Range and Shooting Range, so instead of just using Gun Range or Shooting Gun Range as keyword, Yes they got a lot of volume but it's so broad so instead I will use these keywords, **(gun range vegas strip SV:70, shooting range vegas strip SV:70)** Beside the keyword, I put the city of the client, these helps Google know that this website belong to this city and it helps google crawl it easily and I will find other keywords to do it on the other pages and not spamming the keywords and I will find other keywords to

use on each page to avoid Keyword Cannibalism, Lastly for the Title Tag and Meta Description for the each Page, I will Structure it the way so that google can easily crawl it, on the Home Page I will also do Name of the Company | About of the Company, City, State on this site it would be **Strip Gun Club | Luxury Indoor Shooting Range in Las Vegas,** Nevada and The Other Page would be About This page City/State | Name of the Company, sample would be **Experience Pistol Shooting Las Vegas | Strip Gun Club** This indicates that you can experience "Pistol Shooting" on "Las Vegas" with "Strip Gun Club" this structure style will help also Google a lot in terms of Local SEO.

On-page SEO

At this step, I will not focus on internal linking, and why is it important, so in every site there is a Parent/Child relation and Google also use that as basis and by doing internal linking well, you can help google again to crawl it easily and give the user who is searching the link the he/she is looking, I will give an example on this strip gun club still, so this site got <https://stripgunclub.com/shooting-packages/> parent page that contains all of the child pages that it will be segmented, sample would be <https://stripgunclub.com/shooting-packages/the-pistol-package/> and <https://stripgunclub.com/shooting-packages/assault-rifle-package/> These two is offer different shooting packages and we segmented them to the main shooting packages, why? these ensure proper internal linking, and helps google crawl it easily so instead of just the base link <https://stripgunclub.com/the-pistol-package/> this link has no parent and Google will be confused if this is a page that generate conversion/leads or just a normal page, so just doing proper internal linking on each categories will help Google A lot, you can see all of my internal linking sample on my sheets.

Off-page SEO

I often do this as most of my clients, prefer to have organic marketing and Organic Growth so just having a Good Structure and Internal links for google to crawl easily + Marketing it will boost their traffic, but when I do Off-page SEO, I always check some thing Their Domain Authority and Domain Rating as something just spamming post, instead of being good, it will be bad for the client, so I always check the Domain Authority, how old is the site, their content, City located before I do any Guest Posting or Backlinks, Same Citations.

Technical SEO Audit

These would be the last part, before I go live the site, I generally do this after I finish building the site and the Initial SEO, so I will use Semrush to Audit the Site and see if there is any Errors I missed like Redirection Error, Broken Links, Duplicate Title/Meta, Overall structure, and many more. Remember the first Initial Pre Sweeps and On page I did, generally it will fixed most of the technical SEO that steps and when I audit it there is no Errors but sometimes there would be an Error, and I will fix it one by one, for samples you can check it on my portfolio, I put a before and after slider image there, <https://lordjegarlaurel.com/services.html> afterwards I will now paste the **Client Google Analytics and Google Search Console code** for the client to track the Data.

5. Do You Also Build Websites?

- Yes I have built a lot site, as on my last Job, I am full stack dev, I handle Website Building, SEO and DNS management to make the site go-live.

My Other Skills would be

- Photoshop
- Graphics Design
- Game Server Hosting
- Linux
- DNS and Hosting Experience
- Domain Configuration
- SMTP Email Configuruation
- Server Management
- HTML/CSS
- FTP
- SSL
- CDN

Looking forward working with you and Thank you for this opportunity, Thanks!