

Cedric Blue Napeek

Technical SEO Specialist

About Me

Results-driven Technical SEO & Web Implementation Specialist with expertise in executing end-to-end audits, encompassing technical and on-page optimizations. Proficient in seamlessly implementing strategic recommendations to enhance website performance and maximize organic search visibility. Adept at leveraging analytics tools, including Google Tag Manager (GTM) and Google Analytics 4 (GA4), to track and measure campaign success.

Contact Info

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Work Experience

VICTORIOUS SEO - Web Implementation Specialist

Oct. 2022 - Present | Full Time - Remote

- Implemented technical, on-page & GA4 audits on over 100 websites across various CMS platforms.
- Successfully migrated more than 80 clients from Google's Universal Analytics (UA) to Analytics 4 (GA4).
- Collaborated closely with SEO specialists, Customer Success Managers (CSMs), and the Web team to ensure smooth implementation of SEO recommendations, providing regular updates on insights or potential obstacles.
- Effectively manage the Asana board to document the implementation progress. Create Standard Operating Procedures (SOPs) for implementations to serve as reference guides for future projects.

GLADLEAF DIGITAL - SEO Specialist & Web Designer

Nov. 2021 - Oct. 2022 | Part Time - Remote

- Collaborated with the senior SEO & clients to create 10+ SEO Optimized websites.
- Conducted keyword research to identify relevant terms and phrases. Optimized on-page elements such as titles, meta descriptions, header tags, and image alt attributes for targeted keywords.
- Conducted regular crawls to identify any outstanding issues and provided recommendations for improvement. Generated timely reports on crucial SEO metrics to ensure the website is on track for success.

ASIA PACIFIC THEOLOGICAL SEMINARY - Web Master & Social Media Manager

Aug. 2018 - Sept. 2022 | Full Time - Onsite

- Oversaw and maintained the institution's online platforms, ensuring the efficiency and security of all web services.
- Redesigned the website and re-worked the SEO, boosting the organic traffic by 330% and conversion rate to 240%.
- In 2021, we launched a scholarship campaign that resulted in over 300 concurrent enrolled students, breaking a 10-year goal.

Skills

Technical SEO
Onpage SEO
Local SEO
E-Commerce SEO
Analytics & Tracking
Keyword Research
Website & Server Management
HTML, CSS, Javascript, Liquid, PHP
Project Management

Tools

Ahref
SEMrush
Screaming Frog
G-Stack (GSC, GA4, GTM, Page-speed, Keyword Planner, Trends)
Chat GPT
Keyword Surfer
Asana, Notion, Slack

CMS Platforms

WordPress (Any Builder)
Shopify
Webflow
Big Commerce
Hubspot
Other Builders (Wix, Squarespace, Weebly etc.)