

MICHAEL ANDERSON

Local SEO Manager

- San Francisco, CA
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Results-oriented SEO Manager with a focus on local SEO and community engagement strategies. Expertise in enhancing local search visibility for small businesses and regional brands. Demonstrates a strong ability to connect with local audiences through targeted SEO initiatives. Proficient in managing local listings, optimizing Google My Business profiles, and executing local link-building campaigns.

WORK EXPERIENCE

Local SEO Manager | Neighborhood Marketing Group

Jan 2022 – Present

- Developed and executed local SEO strategies that increased foot traffic by 80% for clients.
- Optimized Google My Business listings for over 100 local businesses.
- Conducted local keyword research to inform content and marketing strategies.
- Collaborated with clients to enhance online reputation and customer engagement.
- Implemented local link-building campaigns that improved local search rankings.
- Provided ongoing training and support for clients on local SEO best practices.

SEO Consultant | Local Business Solutions

Jul 2019 – Dec 2021

- Advised small businesses on local SEO tactics, resulting in a 60% increase in local search visibility.
- Conducted site audits to identify local SEO opportunities.
- Worked with business owners to develop community engagement strategies.
- Analyzed local market trends to inform SEO strategies.
- Managed social media campaigns to boost local presence.
- Created performance reports for clients, showcasing improvements in local search metrics.

SKILLS

local SEO

community engagement

Google My Business

market analysis

client relations

content optimization

EDUCATION

Bachelor of Arts in Marketing

2015 – 2019

University of Florida

ACHIEVEMENTS

- Boosted local search rankings for multiple clients, leading to a 50% increase in inquiries.
- Recognized as 'Local SEO Expert' at the Community Marketing Conference.
- Successfully implemented a community outreach program that increased client visibility.

LANGUAGES

English

Spanish

French