



# KEN APILAN

SEO SPECIALIST



## Contact



Balanga City, Bataan  
Philippines



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## Skills

### On-Page Optimization



### Off-Page Optimization



### SEO STRATEGY



### Content Writing



## About Me

I'm an ambitious and hardworking SEO specialist with 2 years of experience. Despite my young age, I have a deep understanding of SEO strategies and best practices. I continuously learn and adapt to the latest industry trends. I deliver exceptional results and collaborate effectively with teams and clients. I'm passionate about SEO and committed to ongoing growth.



## Education

### Information and Communications Technology (ICT)

2020 - 2023

*Bataan National Highschool  
Senior Highschool*



## Work Experience

### Louisville Tree Service, LLC 2020-2022

#### SEO SPECIALIST

- GMB OPTIMIZATION
- FINDING OUT THE CLIENT POTENTIAL AND DIFFERENT WEBSITE SECTION
- CREATING IMPROVED USER EXPERIENCE
- USAGE OF IMAGES FOR A BETTER WEBSITE FEEL.
- DECIDING THE LINKING OF THE WEBPAGES
- CREATING INDUSTRY RELATED CATEGORIES
- CREATING SEO STRATEGIES
- CREATING SEO WORK ACTIVITY AND RANKING REPORTS

### Brechbill Trailers LLC

May 26, 2023 - July 26, 2023

#### SEO SPECIALIST

- CREATING PRODUCT DESCRIPTIONS USING CHATGPT
- CHECKING FOR DUPLICATE CONTENT
- ADDING CONTENT TO WORDPRESS WEBSITE
- KEYWORD RESEARCH
- OPTIMIZING FOR YOAIST SEO PLUGIN
- CRAFTING META DESCRIPTIONS
- MAINTAINING DETAILED RECORDS