John Mulligan

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**A more detailed version of this document
is available at this URL:**

http://tinyurl.com/2vahxo

Position Sought

Seeking a position in the field of SEO, SEM and PPC, where working with clients face-to-face to determine what they need, and then devising SEO and PPC strategies to enable their Web sites to achieve the highest possible ranking across all major Search Engines.

I am available five days a week, Monday through Friday, for full or part-time employment.

Search Engine Optimization Skills ...

1. Keyword and Market Research Skills ...
Able to research at the three levels of online search behaviour: keywords for general browsing, keywords for window shopping, and keywords for buying, which are mostly brand and model names and numbers. Preparation of Google Adwords keywords (quotes, brackets, and standard versions), ads, and setting up and monitoring of campaigns.

Use of various tools and services to conduct market research.

Regional keyword research, i.e. for Australia ... Simple Search: the top 100 keywords ... Advanced search: expanding the initial search many times over ... Digging. Brainstorm search: shopping data research, seasonal shopping trends for seasonal campaigns ... Related terms search: looking for keywords that might not appear obvious or profitable ... Misspellings compilation ... Construction of the best keyword phrases for use in anchor text for Web pages ... Analysis of keyword competition (keyword intelligence) to find out how the best performing Web-pages for a particular keyword are optimised for the search engines, and then making our pages better ... For example, Keyword in <Title>; Keyword in <H1>; Keyword in <B>; Keyword in <i> and <u>; Keyword in <Meta> Description Tag; Keyword Density; PR or Page Rank, etc etc.

Software: *Keyword Analyzer* version 7.39, Google *Adwords Editor*. *Online services I subscribe to:* NicheBOT.com membership (which gives access to *Wordtracker*, *Keyword Discovery*, many *Google* tools, and a host of other keyword analysis tools, all from under the one bonnet, so to speak.); NichBOT Classic

2. On-Page Optimization Skills ...
A good knowledge of on-and off-page SEO ... Good understanding of LSI (Latent Symantec Indexing) and how to build silo Web sites ... Good knowledge of what works, and what doesn't, with Google ... Experienced with submitting to Yahoo! And DMOZ ... Use white-hat methods only. Keep clear of black-hat and keep updated with latest moves in the engines, ideas and suggestions so that I do not get into old-hat SEO.

3. Link-building skills …

Able to analyse backlinks using a specified Search Engine … Find and email high Page Rank partners … Analyse *allinanchor*, *allintitle*, or *allintext* … Verify that link partners are still linking back … Find where your site is ranked for a given keyword(s) … Find out how many Web pages are indexed … Find well optimized Web sites … Find and submit using link submission forms … Software: *Keyword Elite* 4.0, *Rank Locator*, *Tools familiar with (but don't use): Web CEO*, *Arelis*, *OptiLink*.

Web Design Skills …

Strong HTML, XHTML, FTP skills, .htaccess, robots.txt, Google Free Search, Google Site Maps, preparing pages for the Search Engines (see SEO skills); setting up landing pages and use of effective anchor text, etc. Web hosting software of choice: *cPanel* Web hosting and *Fantastico Deluxe* scripts, including *WordPress*. Web design program of choice:, *Homesite*, *xSitePro,* and *Dreamweaver* (currently in the learning stage of *Drupal*).

Website Traffic-Building and Promotion

I understand the difference between the Great Dane and the Chihuahua, in terms of site traffic … Submission of Web pages to the Search Engine sand Directories … Article marketing … Autoresponder marketing. Familiar with the following scripts: Parabots and AutoresponsePlus; and these online services: Aweber, GetResponse, and QT-Pro (Quick-Tell) … List building … Link building … Viral products marketing, e.g. eBooks, free reports and white-papers … Technical and sales writing … Generating RSS feeds from blog entries … Good understanding of Google PPC services … Good understanding of Social Marketing, but remain unconvinced of its long-term viability. . . . Software tools I own and use: *Directory Submitter*, *Article Announcer*, *Press Equalizer*.

Adobe Acrobat Professional and Adobe LiveCycle Designer Skills …

Production of Acrobat forms and the creation and securing of PDF forms … Software: *Acrobat Pro 7.0, Adobe Designer 7.0*.

Graphic Design Skills …

I have a range of graphic design skills which I have learnt in order to do screen capture, image annotation, header graphic production and customization for Web pages, image compression, business location maps, production of ebook covers, CD/DvD boxes, audio and video cassette boxes, software boxes, ezine covers, book covers, spiral notebook covers, and plastic cards. Software: *SnagIt* 7.2.4; *Photoshop* CS2, *Illustrator* CS2, *eCover Studio*, Microsoft *Visio*.

Some *Photoshop* Skills

I don't profess to be a gun Photoshop jockey, but I can get around the following skill-set quite easily … as the following page shows. More detailed information on this skill is online.

Photography Skills

Again, in no way am I a professional class photographer, but I can get around the field fairly well. Interested in digital photography only. More detailed information online.

Writing Skills

Excellent English writing ability. Can write eBooks, articles, etc, with both people and the Search Engines in mind. Software tools I own and use: *Website Article Wizard*, *Website Content Wizard*, *Orwell*, *DupeFreePro*, skilled in Microsoft products: (*Word*, *Excel*, *Access*, *Outlook*, *Visio*, *Project*, *Publisher*, *Powerpoint*. Also *Windows 2000* and *Windows XP*, and am steering clear of *Visio* until it comes of age).

Check some recent samples of my writing I have done as a ghostwriter.

Referees

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Personal Details

Born in Maclean, NSW ... Australian Citizen. ... Current Class C Driver's Licence. ... Like working with people ... compassionate and patient ... Excellent initiative ... dedicated and hard-working.

Interests include walking, gardening, fishing, reading, Web site design, chess.

I strongly feel that my energy, experience, passion for search marketing, writing, Web design skills, IT in general, and enthusiasm would be a good addition to any company or organization .

I am available for interviews at your convenience.