Tobias Jovanovic

SEO Specialist
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SUMMARY

SEO specialist with 4 years of experience in home services and B2B software, working in technical SEO, keyword research and content optimization. Grew organic traffic to a franchise's service pages by 65% in one year and moved 18 target keywords into the top 3 positions. Known for tying SEO recommendations to a traffic or ranking forecast before work begins.

EXPERIENCE

SEO Specialist — Palmetto Home Services

Tampa, FL · Mar 2023 – Present

- Rebuilt the site's internal linking structure across 85 service pages, moving 18 target keywords into the top 3 search positions within 6 months.
- Fixed 220 crawl errors and consolidated 40 duplicate pages flagged in a technical audit, cutting indexation issues reported by Search Console by 90%.
- Rewrote title tags and meta descriptions for 60 location pages targeting city-specific searches, lifting organic click-through rate from 2.1% to 3.4%.
- Grew organic sessions to service pages by 65% year over year by combining keyword gap analysis with a content refresh of 25 underperforming pages.

SEO Coordinator — Brightline Software

Tampa, FL · Jul 2021 – Feb 2023

- Ran keyword research for 12 product pages using Ahrefs and Google Search Console, identifying 150 keywords with search volume the site wasn't targeting.
- Built backlink outreach lists and secured 30 guest post links from relevant sites, raising the domain's referring domains by 20%.
- Audited Core Web Vitals across the site and worked with engineering to cut largest contentful paint from 4.2s to 2.1s on key landing pages.

SKILLS

Technical SEO: Site audits, crawl budget, schema markup, Core Web Vitals, XML sitemaps

Research: Keyword research, competitor gap analysis, search intent mapping

Tools: Ahrefs, SEMrush, Google Search Console, Google Analytics 4, Screaming Frog

Content: On-page optimization, content briefs, internal linking strategy

CERTIFICATIONS

Google Analytics Certification, 2022

EDUCATION

B.S. Marketing, University of South Florida, 2021

Fictional example by FindAJobAI: the person, employers and numbers are invented.