



BONNIE S. BURNS

SEO Director. A Leader In SEO Practices.

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Alcolades

- [Top SEO Women](#)
- Top 16% Twitter Influencer in the Marketing community
- [41 Rising Stars in SEO You Should Follow](#)
- [Top 100 Most-Followed SEO Experts On Twitter](#)

Social Profiles

[burnsie seo Twitter](#)

[Bonnie Burns \(LinkedIn\)](#)

[Pinterest](#)

[Facebook - SEO](#)

[Google+](#)

[Quora](#)

[My Google Name Search](#)

[Professional Website](#)

Professional SEO Summary

- More than 20 years experience in website optimization with 1000 clients in a variety of business and professional fields.
- Directly implemented SEO practices. Improved online organic rankings. Collaborated with client's Web teams, social media team and content writers to ensure that site architecture, copy, code, and other factors were optimized for conversion and usability resulting in increased revenue.
- Used White Hat SEO techniques to drive targeted traffic to clients' site while getting the sites increased visibility for non-brand terms through use of targeted Themes and Phrases, thus increasing revenue
- Directed SEO efforts in website analysis and in redesign of clients' sites to ensure webmaster prepared site architecture for SEO readiness, ensuring the websites skeleton was SEO prepared.
- Managed Social Networks for SEO and Digital Marketing company to help increase SEO programs offerings.
- Provided in-house newsletter to all staff regarding latest updates, techniques and industry news related to SEO, Social Networking, Locale Visibility, Reputation Management, Digital Marketing and Search Engine challenges.

MY SEO SKILL SET

Design Review: whether the website is visually pleasing with an attractive, uncluttered and relevant design – i.e. look and feel.

Structural Analysis: how well the website is constructed and how easy is it to find information without having to hunt for it. Check to be sure no conical website issues.

Content Analysis: content relevance and authoritativeness; also check for content duplication on the website.

SEO Metrics: metrics such as traffic stats, visitor behavior, social media popularity .

On-Page Analysis: type and number of changes required to the website to make is search engine friendly.

Social Presence: social media and social channel presence; look for relevant social network profiles and how they link to the website.

- Optimize Page Content: Edit content as required to include inline links to optimize content from other site pages to build page strength and leads to other relevant pages (as well as a specific product being sold) within site as well as embedded on-page text links to relevant new content that was added.
- Be hyper-relevant to a specific topic (usually a product or single object)
- Include subject in title tag.
- Include subject in URL.
- Include subject in image alt text.
- Ensure robots.txt is not blocking pages or images that should be scanned by engines.
- When applicable, write a call-out to get user to 'do a task', such as call, buy, learn more, highlight important factors offered by site and so on.
- Specify subject several times throughout text content.
- Link back to its category pages as applicable.
- Link back to its subcategory page (if applicable).

- Name pages to meet SEO friendliness.
- Add static sitemap if site does not have one.
- Add XML sitemap if site does not have one.
- Add snippet of code for Google Analytics and Google Search Console code.
- Ensure proper SEO plugins are added and or updated.
- Descriptive titles in H1 tags, including target Theme.
- Descriptive page URL with keyword included.
- Meta data, Schema and rich snippets where relevant.
- Inbound and outbound links to/from other relevant pages on your site (internal linking).
- Optimize visuals for performance and discoverability.
- Mobile optimization.
- Ensure fast loading times.
- Be descriptive to meet both typed search queries and voice queries.
- Get users excited about clicking through.
- Focus on the value each page has to offer.
- Aim for a maximum of 150-160 characters in description tags.
- Aim to make Title tag marketable and within proper length of characters.
- Ensure proper use and add as needed H1, H2 and H3 tags.
- Add additional line or two of content as needed if site needs more local, regional significance to help boost for local search.
- Advice to clients on social networking, reputation management monitoring, digital marketing suggestions.



Web Optimization Strategist

Company Name: igmktg

Dates Employed Jan 2015 - Dec 2017 Employment Duration 3 yrs

Possessing over 20 years experience in website optimization, Bonnie has her finger on the pulse of the ever-changing requirements and procedures of the plethora of search engines available... This is no easy task as anyone who has slipped beyond the all-important "Page 1" can attest!

Having optimized over 1800 web sites during her career, Bonnie expertly implements the knowledge gained en route to her BS in Psychology from Clark University (MA) to enable her to think in ways that will keep the client's website relevant and vital. Indeed, her favorite thing to do is conquer a challenge and get top visibility in competitive areas.

Her success stems from the fact that SEO cannot be automated. There are wonderful tools of the trade that help industry professionals find issues and concerns, but the human component of SEO is crucial because humans ultimately determine if a particular search query was met or not. Bonnie looks at every facet of a single page of a website, blog post, social media platform, and local reputations because those results affect the entire site and, ultimately, the overall success of the business.

Make no mistake, Bonnie works tirelessly for every single one of our clients, yet she does so with a charm and wit that endears her to colleagues and clients alike...

We're confident you'll agree.

Innovationgarden/Worksiteventures

Turnkey Analysis Software Used:

Vendasta

Raven

Moz

Screaming Frog

Google Analytics

Google Search Tools

Google Keyword Tools

SEO Director

Company Name Ecombuffet

Dates Employed Jun 2002 – Jan 2015

Employment Duration 12 yrs 8 mos

(2015 Ecombuffet merged with igmktg.com)

Director of Search Engine Services

Bonnie has made significant contributions to a drug-free society. Her career spans work as Director of the "Do Drugs, Do Time" felony diversion program in Phoenix Arizona to overseeing the development the Bureau Of Justice Clearinghouse. and as CEO of "Drugs Don't Work in Arizona."

She also has personal experience as a professional tennis player and is a Certified Professional Tennis Instructor.

In 1995, Bonnie took the year to study web design, development, and search engine optimization from the Academy of Web Specialists at Arizona State University. She then opened her own successful web design company, which she later sold to another development firm.

Bonnie offers over 20 years experience in web site optimization. To ensure the highest level of service and results for the EcomBuffet clients, she continues to monitor and study the ever-changing requirements and procedures of the search engines. She has optimized all our clients web sites during her SEO career and has achieved top placements and increased exposure for all of them.