

# Matthew Leffler SEO

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I'm interested in working with you on your SEO project. My overall Upwork success rate is 99% making me a "Top Rated" freelancer. I used to design online courses with Accenture and before that I was an Information Governance software trainer at Hewlett Packard. I have an MBA in Technology Mgmt and a MEd in Instructional Design. I love the freelance freedom and do it full time, it doesn't compete with a "real job."

Before I go off on a long discussion of past projects I want to note that I've included some client documents from past projects, as well as a few reports so you can see what I've done with SEO. I mostly focus on SEO because it's something I feel I'm good at but I also am able to design, configure AWS Google Cloud Platform servers, design WordPress and HTML/CSS sites this technical background gives me an advantage over other SEOs. If you'd like to schedule a meeting just reach out to me on Upwork or you're welcome to schedule directly on my calendar at [matthewleffler.com/schedule](http://matthewleffler.com/schedule)

## Rank Worthy Content

My philosophy in SEO is that unique and rank worthy content properly optimized and promoted will rank a site. Two ways I have used this with two clients successfully. One site [pearlharbor.org](http://pearlharbor.org) which offers tours wanted to improve their rankings and backlinks.

I sent out a press release announcing that our site was seeking the stories of survivors of the attack. We wanted to document their stories and the lives they lead after it on our site. This helped get the

conversation with veterans groups and provided us with free content. We also got a considerable amount of high value backlinks from local news stations across the country.

Another client is running for re-election and he wanted to reach voters and rank well with his name to rise above some more recent negative news stories. With his site I built the "Complete Voter Guide." We included information on all local races, how to register to vote, precinct maps and district maps, links to every candidate for local races. We had statistics, news and came up with a sample ballot before the official one was produced by the county clerk. This made any office and any candidate running for that office a potential keyword. It also has driven traffic and social media shares to our site improving our ranking.

With my most recent SEO client, the candidate site, I've taken a 2-month-old website and earned 38 page 1 rankings on Google alone. Total across Google, Google Mobile, Yahoo and Bing rankings are 98 ranked pages, with 303 Ranked Keywords forming 494 total rankings. The average ranking is 21.6 which isn't great if it were a specific keyword but as an average of over 303 monitored keywords it is pretty good. The obvious keywords such as his name and office he is consistently in the top 2 results on Google. He's been in office for 20 yrs so there is actually a lot of competition for those top spots.

The site's voters guide has allowed us to expand our reach on our targeted audience that we may not have otherwise encountered. Through the voter guide every office and every candidate on the ballot was a potential keyword. The site is on the first page of results 239 times. Its simply a political candidate's website, but I've made him relevant beyond just his campaign. These kinds of creative strategies for SEO are what I bring to my clients.

## Results: One Month Of Work

Another client operating tours in HI has seen these results in just over a month. We've ensured titles and descriptions on pages were unique and relevant, we have also limited duplicated content. I began backlinking specific subpages to similar external pages as well as expanded social media site profiles.

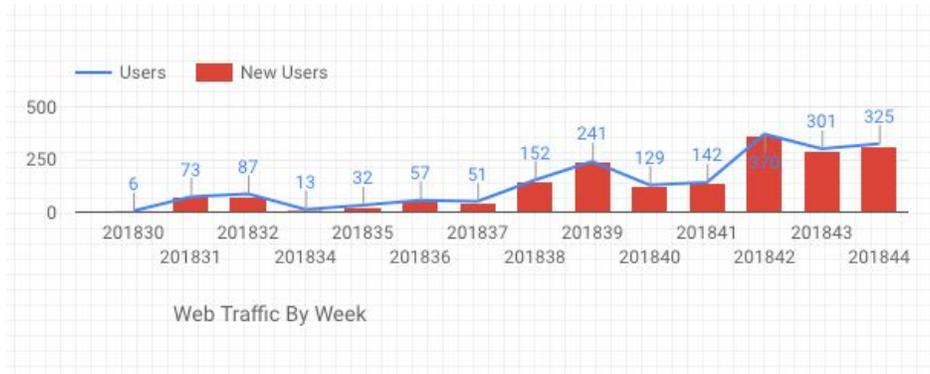


While the average position has decreased somewhat it's important to note that the pages ranking on Google has almost doubled. The sample size of keywords has doubled which makes it harder to accurately trend the average position. These additional new keywords could have lowered the average ranking much more considerably so I'm rather pleased with that metric. Below I have included a closer look at keywords.

Keyword ?	Searches ?	Diff. ?	Regular pos. ?	
EN  pearlharbor org <a href="#">Details</a>	90	14%	1	↔
EN  pearl harbor map <a href="#">Details</a>	240	3%	4	▲2
EN  pearl harbor <a href="#">Details</a>	390	n/a	7	▲14
EN  pearl harbor casualties <a href="#">Details</a>	1,000	4%	9	▼3
EN  pearl harbor map <a href="#">Details</a>	1,300	3%	9	▲8
EN  pearl harbor official site Honolulu, Hawaii, United States <a href="#">Details</a>	n/a	n/a	11	▲7
EN  pearl harbor <a href="#">Details</a>	14,800	5%	13	▲9
EN  pearl harbor <a href="#">Details</a>	33,100	3%	14	▲8
EN  pearl hardor <a href="#">Details</a>	22,200	100%	15	▲5
EN  pearl habor <a href="#">Details</a>	368,000	8%	15	▲2
EN  pearl harbob <a href="#">Details</a>	49,500	100%	16	▲6
EN  pearl harbor Honolulu, Hawaii, United States <a href="#">Details</a>	368,000	100%	16	▲2
EN  pearl harbor tickets <a href="#">Details</a>	3,600	40%	16	▲71
FR  why did japan attack pearl harbor <a href="#">Details</a>	12,100	n/a	16	▲66
EN  peal harbor <a href="#">Details</a>	33,100	100%	17	▲5
EN  pearl harbor <a href="#">Details</a>	27,100	4%	17	▲5
EN  pearl - harbor <a href="#">Details</a>	246,000	5%	17	↔
EN  pearl harbor <a href="#">Details</a>	368,000	100%	17	↔
EN  pearl-harbor <a href="#">Details</a>	246,000	5%	17	↔
EN  pearlharbor <a href="#">Details</a>	300,990	68%	17	↔
EN  pearl harbor tickets <a href="#">Details</a>	3,600	40%	18	▲58

## Keywords Though Aren't The Goal

Keywords are just a metric. The goal is building relevant traffic. I've done that with multiple sites.



## Backlinking

Within backlinking I sought dofollow links from sites that were relevant and posted unique comments where responsible. I am working to build site content to ensure links can be made organically. I have issued a press release which through syndication gave us local TV stations and radio site backlinks.



Over the four or so months I worked to expand the backlinks with [pearlharbor.org](http://pearlharbor.org) but I focused on meaningful non spammy growth. I increased their domain authority from 33 to 40 by increasing their unique domain backlinks from 400 to over 800. This higher DA was complemented with a high Trust Flow and a 0% spam rating by Moz and Majestic. The Trust Flow of 40 is actually higher than the Citation Flow of 38 which is usually the opposite. Typically

it's easier to get CT and most sites struggle gaining quality links but this is what a good long term backlinking strategy becomes.

## WordPress Plugins

I use Yoast SEO and All In One SEO plugins on different personal sites. I follow established best practices for on-page optimization and subscribe to webinars hosted by Google's search engine team to maintain industry awareness and watch for changes. My technical background allows me to understand the technical challenges a site must overcome to load in less than 3 seconds.

## Conclusion

I'm new to Upwork but I have the experience and research skills to rival other Upwork candidates. I have the Top Rated badge because my job success rate is 99% with over 500 hours billed.

I'll attach some additional documents to better show what I've recently done. If you'd like to schedule a conversation I have a calendar at <https://www.matthewleffler.com/schedule> its synced with my Google calendar so its always up to date.

Thanks,

Matthew Leffler

<https://www.upwork.com/fl/matthewleffler>