



JOSEPH ONGSOYCO

SEO SPECIALIST | LINK BUILDING



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Juan City, 1500, Philippines



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ABOUT ME

Highly motivated SEO Specialist whose areas of expertise include organic search optimization, advanced link-building activities, and comprehensive search engine analytics. Proven ability to enhance search engine rankings and obtain editorial backlinks by implementing effective multi-industry campaign outreach strategies. Proficient in practical keyword analysis, technical SEO, and data analysis. Familiar with ethical SEO and sustainable practices that aid in the continuous growth of search engine rankings. Skilled with various search analytics, including ahrefs, SEMrush, Google Analytics, and Google Search Console.

EDUCATION

COLLEGE GRADUATE

AMA Computer College /
2008

Course took up - Computer
System and Networking
Technology (2year Course)

SKILLS

SEARCH ENGINE OPTIMIZATION (SEO)

LINK BUILDING & OUTREACH

SEO TOOLS (SEMRUSH, AHREFS, MOZ,
SCREAMING FROG)

CONTENT MANAGEMENT
(CONTENTFUL PLATFORM)

GOOGLE SEARCH CONSOLE

COMPETITOR ANALYSIS

GOOGLE ANALYTICS

WORK EXPERIENCE

DILATE DIGITAL

Australia
Nov 2024 - May 2025

Sr. Off-Page Specialist

- Focused on building high-quality backlinks for various campaigns.
- Ensuring that our articles are posted within specific niches to maximize relevance and impact.
- Primarily use guest post and link insertion strategies to help clients improve their online presence.
- Performed site audit to implement issues and recommendation of the client websites.
- Did some keyword research to choose the best keywords and Urls of the site.

FAMILY TUTOR

Singapore
Mar 2022 - Jan 2025

Link Building Specialist

- Focused on maintaining their search rankings by building high-quality backlinks through guest posts, link insertions, and a few link exchanges.
- Managed and optimized 40 local keywords.
- Optimized content, on-page optimization, and local industry (Singapore), ensuring consistent performance and visibility.
- Monitored all SEO efforts every month to check the performance of the website.

NXSCALE INC.

Makati City, Metro
Manila
Sep 2021 - Dec 2024

SEO Specialist

- Responsible for updating the Clipchamp's website regularly by doing on-page changes through Contentful platform.
- Focused on optimizing content - internal and external linking, competitor analysis, keyword research, website audit, and monitoring the performance every month.
- Responsible for email outreach and link building - related to video editing niches, creating high-quality backlinks for Clipchamp, and updating the content for translation in Contentful.

GET ME LINKS

United Kingdom
Sep 2021 - Jun 2022

SEO Link Builder

- Responsible for creating high DR backlinks (DR30+) through guest posting and link insertion strategies for multiple client websites.
- Utilized tools like Google Analytics & Search Console, competitor analysis, reporting & data analysis.

ONE TO SCALE INC.

Makati City, Metro
Manila
Sep 2020 - Sep 2021

SEO Link Building and Outreach Specialist

EMAIL OUTREACH

WEBSITE AUDIT

LINK

LinkedIn:

<http://ph.linkedin.com/in/jongsovc>

LANGUAGES

ENGLISH

FILIPINO

HOBBIES

PLAYING GUITAR, LISTENING TO MUSIC, KARAOKE, PLAYING BASKETBALL, FOOTBALL, AND TABLE TENNIS, HANGING OUT WITH FRIENDS, WATCHING MOVIES ON NETFLIX, SWIMMING, AND COOKING.

REFERENCES

JONATHAN ONG

Family Tutor

T: 8777-2168

E: contactus@familytutor.sg

SUN RI

eCompareMo (SnapCompare Corp.)

E: xsunrix001@gmail.com

RUDY COSTY

One to Scale

E: rudycosty@gmail.com

JOHNNY HEMPERO

ADEL SEO

E: customjohnny25@gmail.com

ADEL SEO

Australia

Sep 2020 - Jun 2021

SNAPCOMPARE CORPORATION

Makati City, Metro Manila

Sep 2017 - May 2020

- Organized the implementation of outreach strategy through Buzzstream and responsible for creating quality backlinks from guest post and link insertion strategy.
- Key areas include keyword research & strategy, on-page & off-page optimization, technical SEO audits.

SEO Specialist (Offpage)

- Conducted thorough keyword research and competitor analysis to identify growth opportunities.
- Optimized on-page elements such as meta tags, headings, internal linking, and image alt text to improve search visibility.
- Led outreach using NinjaOutreach tool and link-building campaigns, securing high-authority backlinks through guest posts and link insertion.

SEO Specialist

- Responsible for keyword research, website audit, and monitoring the performance of the site.
- Collaborated with content teams and SEO team leader to create and pitch SEO-friendly blog posts, articles, and landing pages.
- Responsible also for creating backlinks through guest post and link insertion, including free links like profile creation, Citations, and local business directories.

TOOLS

SEO Tools

- ahrefs
- SemRush
- Google Analytics
- Google Search Console
- ScreamingFrog
- SurferSeo
- Buzzstream
- Hunter.io

AI Tools

- ChatGpt
- Claude
- Gemini
- Quillbot

Project Management Tools

- Clickup
- Notion
- Monday
- Asana
- Hive
- Analytics Agency
- Trello
- Google Sheet
- Google Docs

PERSONAL DETAILS

Date of birth
17 Mar 1984

Nationality
Filipino

Marital status
Married