

# Chezl Van Salomon

Website Developer | SEO Specialist





Hello!  
My name is Chezl.

One of the best skills that I have mastered in business and jobs I have is Visualizing, Planning, and Organizing. I am trustworthy, creative, resourceful, reliable, efficient, hardworking and I have high regards for professionalism and time.

I have embraced the values of Quality Service and Total Customer Satisfaction since I was highschool as a working student for different jobs, student officer and organizations leader. Being a firm believer that "For every dream realized, another one must take its place", I have been realizing them one dream at a time.

Until then, I discovered the world of digital marketing agency and because of my passion in digital marketing I pursued my dream and worked as a website developer and SEO specialist for various companies.

I am a Jack-of-all-trades, but I mastered them all. Every skill I have was acquired through education and then they were developed by extensive work experiences. I believe that this multiple skill set offers great value to any client who would avail of my services.

# Specializations



WordPress/Clickfunnels  
Development



Search Engine  
Optimization



Social Media  
Management/Marketing



E-commerce  
Virtual Assistant

# Search Engine Optimization

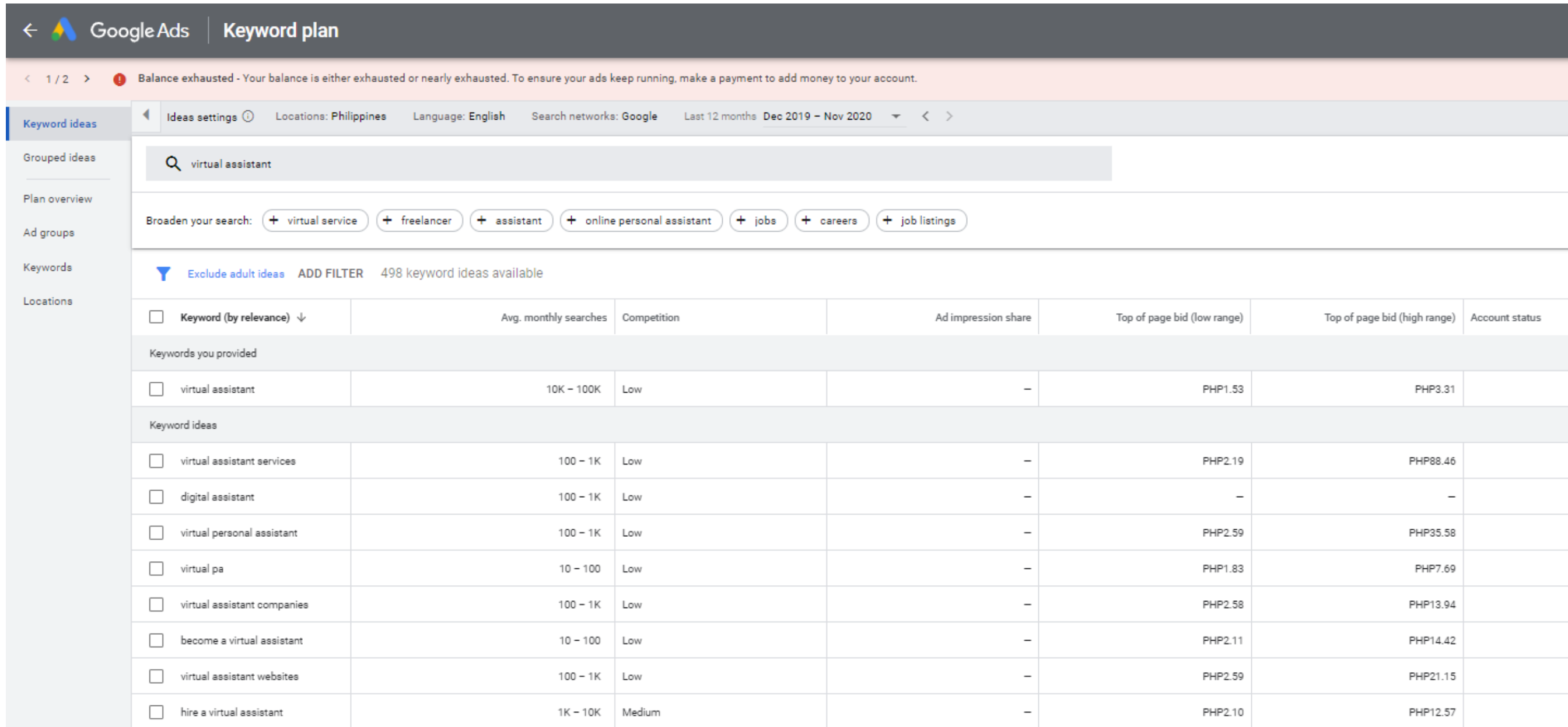
- Keyword Research
- Site Analysis and Plan
- Site Registrations and Local Directories
- On-Page Optimization
- Off-Page Optimization
- Google Analytics and Adwords
- SEO Writing



# 01

## Keyword Research

Keyword Research is the most important part of SEO. It is the stepping stone for your website to be at the top in SERP. I am an expert in finding effective keywords that would bring in the right audience and get you on top of the competition! Here are samples of my work:



The screenshot displays the Google Ads Keyword plan interface. At the top, it shows 'Google Ads | Keyword plan' and a notification: 'Balance exhausted - Your balance is either exhausted or nearly exhausted. To ensure your ads keep running, make a payment to add money to your account.' Below this, the search parameters are set to 'Locations: Philippines', 'Language: English', 'Search networks: Google', and 'Last 12 months Dec 2019 - Nov 2020'. The search term is 'virtual assistant'. The interface includes a sidebar with navigation options: 'Keyword ideas', 'Grouped ideas', 'Plan overview', 'Ad groups', 'Keywords', and 'Locations'. The main content area shows 'Broaden your search' with buttons for '+ virtual service', '+ freelancer', '+ assistant', '+ online personal assistant', '+ jobs', '+ careers', and '+ job listings'. A filter for 'Exclude adult ideas' is active, and it indicates '498 keyword ideas available'. The table below lists the keywords with their respective metrics.

<input type="checkbox"/> Keyword (by relevance) ↓	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
Keywords you provided						
<input type="checkbox"/> virtual assistant	10K - 100K	Low	-	PHP1.53	PHP3.31	
Keyword ideas						
<input type="checkbox"/> virtual assistant services	100 - 1K	Low	-	PHP2.19	PHP88.46	
<input type="checkbox"/> digital assistant	100 - 1K	Low	-	-	-	
<input type="checkbox"/> virtual personal assistant	100 - 1K	Low	-	PHP2.59	PHP35.58	
<input type="checkbox"/> virtual pa	10 - 100	Low	-	PHP1.83	PHP7.69	
<input type="checkbox"/> virtual assistant companies	100 - 1K	Low	-	PHP2.58	PHP13.94	
<input type="checkbox"/> become a virtual assistant	10 - 100	Low	-	PHP2.11	PHP14.42	
<input type="checkbox"/> virtual assistant websites	100 - 1K	Low	-	PHP2.59	PHP21.15	
<input type="checkbox"/> hire a virtual assistant	1K - 10K	Medium	-	PHP2.10	PHP12.57	

### Suggested Keywords

1	virtual assistant jobs	Keyword options ▾	<a href="#">🔗</a>
2	virtual assistant hiring	Keyword options ▾	<a href="#">🔗</a>
3	virtual assistant skills	Keyword options ▾	<a href="#">🔗</a>
4	virtual assistant job description	Keyword options ▾	<a href="#">🔗</a>
5	virtual assistant meaning	Keyword options ▾	<a href="#">🔗</a>
6	virtual assistant jobs philippines	Keyword options ▾	<a href="#">🔗</a>
7	virtual assistant philippines	Keyword options ▾	<a href="#">🔗</a>
8	virtual assistant course free	Keyword options ▾	<a href="#">🔗</a>



**Keyword Tool**

[Find Keywords](#)

[Analyze Competitors](#)

[Check Search Volume](#)

[Google](#)

[YouTube](#)

[Bing](#)

[Amazon](#)

[eBay](#)

[Play Store](#)

[Instagram](#)

[Twitter](#)

All ▾

virtual assistant

United States / English

Filter Results ^

Keyword Suggestions

[Questions](#)

[Prepositions](#)

Negative Keywords ? ^

Search for "virtual assistant" found **316** unique keywords

Want to get up to 2x more keywords instead? [Subscribe to Keyw](#)

▾ Keywords ?

virtual assistant **jobs**

virtual assistant **services**

virtual assistant **salary**

virtual assistant **websites**

virtual assistant **jobs near me**

virtual assistant **training**

virtual assistant **job description**

virtual assistant **companies**

# 02

## Site Analysis and Plan

Site Analysis identifies the issue and is utilized in making search engine optimization plans to improve your website's rank. I can run an in-depth site analysis to pinpoint what's good and what we can improve on your website.

**Name of the Site:** Bee8 Digital Studio

**Focused Keywords:**  
Virtual Assistant

**URL:** <https://chezlvansalomon.wordpress.com/>

**Supporting Keywords:**  
Virtual Assistant Services  
Virtual Assistant Agency  
Hire a Virtual Assistant  
Online Virtual Assistant  
Virtual Personal Assistant  
Virtual Assistant Professional  
Virtual Assistant Website  
Virtual Assistant Home Based  
Virtual Assistant in the Philippines  
Virtual Assistant for Business Owners

**Location:** Bagong Silang, Iligan City

**Age:** 1 year

Site Analysis		
Bee8 Digital Studio		
Indicators	Findings	Action Plan
Competitive SEO analyses detailing top competitors in your industry and their SEO performance.	SEO ranking is low compare with other competitors	Add meta keywords, meta description, and relevant text/keywords.
Keyword performance reports (current rank, difficulty to rank, monthly searches, and competitor keywords).	Keyword Performance is low	Add more content with competitive and right keywords
Link reports (bad, broken, or spammy links).	Internal links: 19 (3 nofollow) External links: 18 (2 nofollow)	Add more internal links and do backlinking.
Page performance data (load speed, navigation, etc.).	Page performance is low	Optimize for possible features to improve performance
Indicators	Findings	Action Plan
Site layout/structure.	Site layout and structure is good.	Look for possible improvements by using proper headings.
Use of alt text for images.	5 images without ALT text.	Create and Input alt text with keywords
Use of meta descriptions	This page does not have meta descriptions	Add meta descriptions. It should be concise and have contained the best keywords
Repetitive/duplicate content.	This page does not have duplicate content	
Pages lacking in content.	The websites ratio of text to HTML code is 4.21% which is below 15%.	Add more text on the website(at least 20%)
Use of social media integration.	Low social media integration	Optimize social media integration in WordPress and add social media widgets on the website.
Responsiveness of site design.	This website has a meta viewport and compatible to mobile browsers	Maintain the responsiveness to the mobile interface. Make sure that all pages on this site is mobile responsive

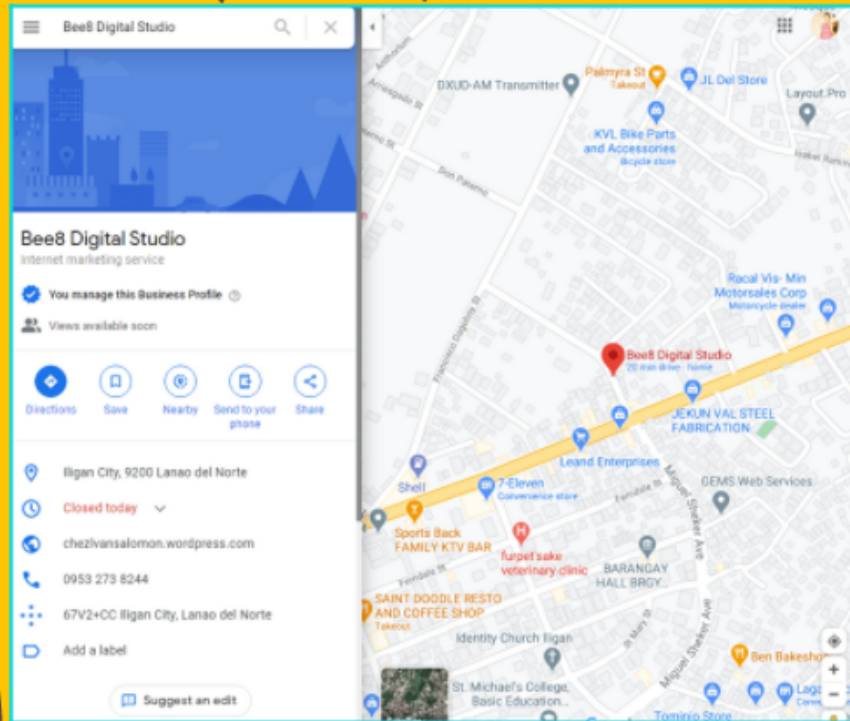
# 03

## Site Registrations and Local Directories

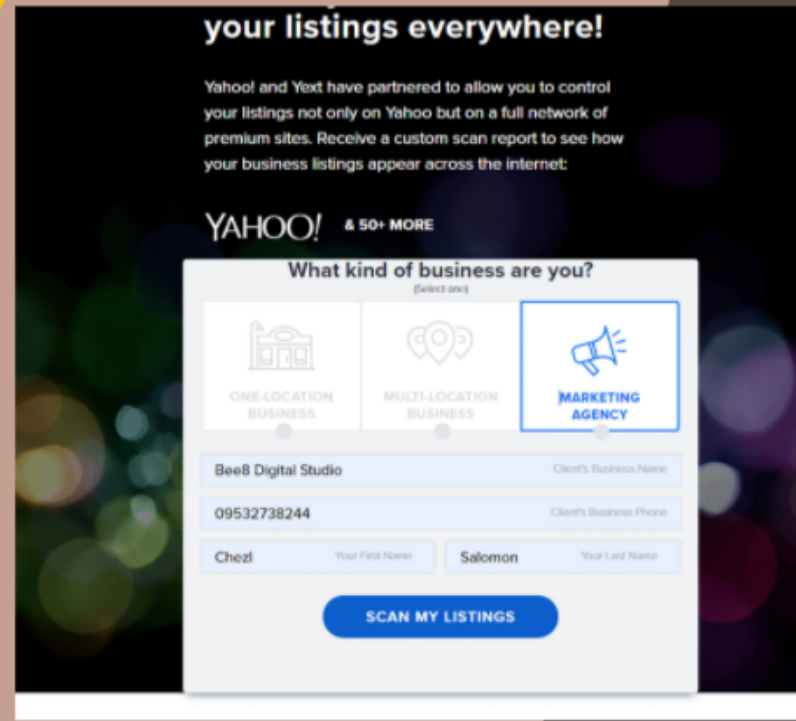
Creating an online presence for your business is a way to improve your ranking in SEO. It can be done by claiming information and citations on what/who the brand/business is on online directories. I am an expert in business registration and local directories. Here are samples of my work:

### BUSINESS REGISTRATION

*Google My Business*



*Yext*



### LOCAL DIRECTORIES

*Philippines Seek*



*PH Enroll Business*

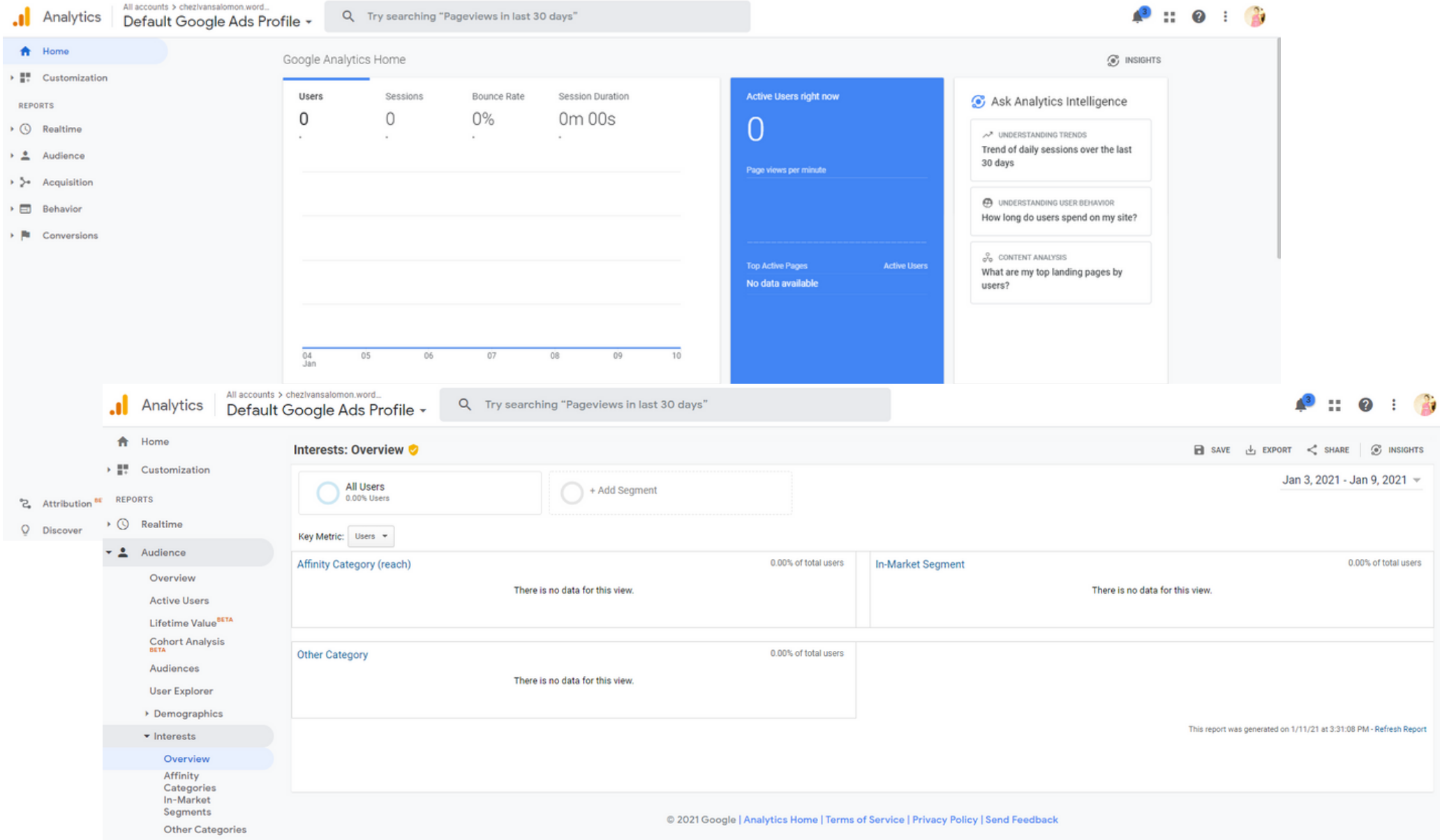




# 04

## Google Analytics and Adwords

Google Analytics measures your website's visitors. It is a good way to learn about your users and improve marketing strategies, SEO, and to boost your conversions. I can do an in-depth analysis of what we can improve in the website.



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Need a Virtual Assistant? | We offer different services | Bee8 Digital...

Hire a Professional Virtual Assistant for your business! We offer variety of digital marketing services according to your...