RAYMOND LABBAN

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PROFESSIONAL SUMMARY

SEO specialist and web developer with 3+ years of experience, including nearly two years of agency SEO for 12+ clients in healthcare, legal, construction, and home services. Hands-on with technical site audits, structured data (JSON-LD), site launches and migrations, and measurement in GA4, Google Tag Manager, and Search Console. Runs GEO / AI search audits and uses AI tools daily for research, drafting, and QA, with human review before anything ships. Turns findings into prioritized, plain-language recommendations for clients. Recent results include Google Search clicks more than doubling year over year for a home services client and rising 38% for a construction company.

CORE COMPETENCIES

- Technical SEO Audits
- GEO / AEO / AI Search
- Search Console Reporting
- WordPress Development
- Structured Data (JSON-LD)
- Site Launches & Migrations
- Local SEO & Google Business Profile
- Link Building
- GA4 & Tag Manager Tracking
- Keyword & Intent Research
- Content Optimization
- Client Communication

WORK EXPERIENCE

Web Developer & SEO Specialist (Part-time) November 2024 – Present

David Martin Design | Bloomington, IN

- Manage ongoing web development and SEO for 12+ client sites across healthcare, legal, construction, home services, beauty and wellness, and waste services; track all work in Asana and report progress to the agency owner.
- **Ripley Defense (criminal defense law firm):** Built and launched a full WordPress site from a written strategy, migrating the client off Squarespace: homepage, About, services landing page, six practice-area pages, a 20-question FAQ, and an intake contact form, with custom CSS and mobile fixes.
- Ran the Ripley launch end to end: pointed DNS to the new host, repaired business email (MX records), configured Rank Math, wrote metadata for every page, added schema, and set up Search Console and GA4. Delivered GBP category recommendations, brand voice and posting guidelines that follow attorney advertising rules, and a GEO audit with next steps.
- **Women's health practice (OB/GYN):** Audited metadata across 35+ pages, diagnosed and fixed a site-wide 500 server error, standardized internal links, and confirmed recovery in Search Console. Added schema, a service areas page, and patient education pages on pelvic organ prolapse and stress urinary incontinence using Boston Scientific source material, keeping clinical wording accurate. The prolapse page grew from 741 to 10,000+ quarterly search impressions year over year and now ranks at an average position of 3.8.
- **Spaah (spa):** Reconciled prices on nine service pages against the Google Business Profile; all nine passed Google's Rich Results Test. Audited 71 media files for alt text, resubmitted the sitemap, and traced Merchant Listings errors to the Gift Certificates page markup.
- **Construction company:** Rolled out a new layout across remodeling pages, cleaned up Rank Math Local SEO schema and verified it, corrected service area copy, and resolved a site outage through cPanel. Wrote FAQ content for 15 service pages. Organic clicks rose 38% year over year (399 to 552 per quarter), with first-page rankings for searches such as "remodeling companies near me" (position 22 to 6.5).
- **Figg Appraisal:** Designed the logo and favicon, hand-coded the site in HTML and CSS, and wrote a topic-based FAQ and metadata.
- Built and optimized Google Business Profiles for multiple clients (descriptions, categories, hours, service areas, photos, products) and kept hours consistent across site, GBP, schema, and Apple Business Connect.

- Handled technical SEO across local client sites: 301 redirects for retired pages, sitemap cleanup, noindexing thin archives, and LocalBusiness schema. Wrote FAQ content for a crawl space company (nine pages), whose Google Search clicks more than doubled year over year (62 to 137 per quarter) as average position improved from 31 to 12, and service area content for Avon, Plainfield, Brownsburg, and Zionsville, Indiana.

Owner & Web Developer May 2023 – Present

RayLab Web Services LLC | Bloomington, IN

- Founded and run a web services business offering WordPress design, SEO, schema, Google Business Profile management, and content writing for small businesses.
- Built and maintain client sites with attention to performance, accessibility, and search visibility; nine projects are documented with live links at raylabwebservices.com.

Code/IT Class Facilitator March 2025 – Present

Dimension Mill (2025) and Ivy Tech Community College (2026) | Bloomington, IN

- Facilitate Code/IT Academy courses for adult learners, first at the Dimension Mill and now at Ivy Tech Community College, supporting instruction and managing classroom technology, Zoom sessions, and attendance. Courses run by term.

EDUCATION

Bachelor of Arts, Integrated Digital Media (Web Development & Graphic Design) December 2022

Indiana University Bloomington

CERTIFICATIONS

Google Analytics Certification | Google Skillshop

TOOLS & PLATFORMS

SEO & Analytics: Google Search Console, Google Analytics (GA4), Google Tag Manager, Google Business Profile, Apple Business Connect, Google Ads

SEO Tools: Screaming Frog, Ahrefs, SEMrush, Moz, Rank Math, Yoast

Schema: JSON-LD, Schema.org, Rich Results Test

CMS & Hosting: WordPress, Elementor, cPanel, DNS, Apache .htaccess

Development: HTML, CSS, JavaScript, PHP

Design: Figma, Adobe Photoshop, Illustrator, InDesign

Productivity & AI: Asana, Google Workspace, Microsoft Office, ChatGPT, Claude, Gemini