

Jonathan Lopez

SEO Specialist • Web Designer & Developer • Email Marketing

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PROFESSIONAL SUMMARY

Web Designer and SEO Specialist with a strong track record in building and optimizing websites using tools like Elementor & DNN. Experienced in SEO strategy, multi-site hosting, and client consultation. Committed to delivering high-quality, performance-driven web solutions.

EXPERIENCE

Affordable Storage *SEO Specialist & Web Designer*

PRESENT

Plan, implement, and maintain SEO strategies across all Affordable Storage websites to increase visibility and local rankings. Designed, built, and launched multiple WordPress/Elementor sites including:

- affordablestoragelubbock.com (multi-location site)
- affordablestorageamarillo.com
- affordablestoragehutto.com
- aplussuperstorage.com (multi-location site)

Manage web hosting & maintenance tasks for all sites.

Bowling Proprietors Association of America (BPAA) *Web Analyst & Consultant*

2022 - 2024

Designed, built, launched and managed numerous websites for bowling center owners as well as internal websites using DNN and handling end-to-end execution from initial consultation to deployment:

- Zeppoz.com
- Area254.fun
- Harvestmoonlanes.com
- Classiclanesin.com
- Bowl Oasis.com

Handled DNS routing, web hosting setup and responsive design implementation.

SKILLS

Web Development & Design:

HTML, CSS, JavaScript, Bootstrap, Wordpress, Elementor, DNN

SEO & Analytics: Google

Analytics, Technical SEO, Local SEO, Keyword Research & Strategy

Tools & Platforms: Salesforce, SEMRush, cPanel, inMotion Hosting

Soft Skills: Client

Consultation, Time Management, Problem Solving, Project Management

NOTABLE ACCOMPLISHMENTS

Completed and launched AffordableStorageAmarillo.com immediately upon hire, now ranking #2 on Google for the keyword "affordable storage amarillo."

Represented BPAA Web Services at annual Bowl Expo, delivering live demos to current & prospective BPAA members.

Improved several metrics for affordablestoragelubbock.com, improving health & performance by 11% & decreased warnings by over 9,000.

