Cornelii Sandberg

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Senior SEO Specialist

With over 10 years of experience, I have successfully managed SEO and website optimization, resulting in a 35% increase in website traffic in just 6 months. As a Senior SEO specialist at Vasa Advokatbyrå, I have also successfully implemented an SEO strategy resulting in a 25% increase in online leads in just 8 months.

WORK EXPERIENCE

Vasa Advokatbyrå • Distans • Part-time • Aug 2018 - Present
Lawfirm, services

Senior SEO Specialist
- Boosted website traffic by 990% by implementing effective onsite and offsite SEO strategies.
- Going from 10 visitors a day, to 1000 at present
- The number of contacts from phone, email and online meeting have gone up from almost none, to more than 20 a day.

Markbladet AB, Kinna • Distance • Part-time • Jan 2022 - Present
Ecommerce

Senior SEO Specialist
- Increased website traffic by 30% on multiple e-commerce platforms and optimized Google Merchant Center, resulting in improved sales and revenue.
- There are many brands for this company which have had a significant boost to their sales figures.
- Boosting their Google Merchant Sales figures

SGS Sweden AB • Distance • Part-time • Jan 2022 - Present
Ecommerce

Consultant
- Reduced website downtime by 50%, resulting in increased customer satisfaction and improved online sales.
- I'm quick to respond. I fix the problem almost always within the hour.
- Unix server fixes, as well as fixes to its database

Gomér & Andersson AB • Linköping • Part-time • Mar 2013 - Feb 2022
Services, ecommerce

SEO Specialist & Programmer

SKILLS

E-commerce, Google Search Console, SEO, Google Adwords, WordPress, Google Analytics, Php, SQL, Photoshop, CSS, MySQL, SEM, Web Analytics, Python, JavaScript

EDUCATION

80P in Programmering och systemutveckling
Berzeliusskolan • Jan 2003 - Jan 2005

2 yrs with programmering Dot Net and C#. Project management and different methods such as SCRUM

20p in Mathematics, Php, Java,Webdesign
Gotland University • Jan 2002 - Jan 2004

Attended Java course and Mathematics for system developers

Degree
Education

Introduction in Computer Science 7,5p * Mathematic for System developers 7,5p * Object oriented development, Java 7,5p * Web design 7,5p Basic education * Highschool * Elementary school

CERTIFICATIONS

Google Analytics Certification
Exceed Lms • Dec 2023 - Present

PROJECTS

Python Scraper
Sep 2023 - Present

I have developed a Python script that specializes in finding deleted domains with strong link power and high domain authority. This tool helps to identify valuable domains that can be useful in strengthening web presence and SEO strategies. It is efficient and reliable for discovering hidden opportunities in the digital world.

This project is divided into two parts. Where the first part collect websites pages via their sitemap. The other part scans pages for external links and thereafter checks if they still are alive.

My SEO strategy
May 2013 - Present

- In my approach to SEO strategy, I start by conducting a comprehensive analysis of how a website currently ranks and the specific keywords it ranks for. This initial analysis serves as a baseline for understanding the website's current position in search results.
- Next, I focus on identifying keywords that have a reasonably high search volume per month but are currently ranking in the 5th to 20th position. I refer to these as "low-hanging fruit" because they present opportunities for relatively easy improvement in rankings. Often, my clients have little to no knowledge of SEO, so simple refinements or adjustments to the relevant pages can lead to significant improvements in their rankings.
- Once several keywords achieve a rank in the top 1-3 positions, I then start introducing new content specifically designed to rank for targeted keywords or phrases. Every client is different, but this foundational approach forms the core of my SEO strategy.