



# Ekokotu Emmanuel Eguono

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in [Ekokotu Emmanuel Eguono](#)

## Profile

Creative SEO Strategist and skilled writer with over 5 years experience growing organic visibility through optimized, engaging content and hands-on SEO strategies that attracts and converts.

## Work Experience

Blockchain-Ads / 2023 - Present

### Head of Content

- Conducted extensive keyword gap analysis to uncover 1300+ relevant keywords
- Lead a team of writers to produce SEO-optimized articles
- Grew organic traffic through keyword expansion and content optimization

GorillaZap / 2022 - Present

### SEO Strategist

- Oversee SEO strategy and content for GorillaZap's portfolio
- Manage SEO campaigns for 4 client websites by creating optimized content and executing link building outreach

Krafty Sprouts LLC / 2017 - 2021

### Junior SEO Manager/Writer

- Conducted keyword research to inform content strategy and blog topics
- Created blog content optimized for SEO
- Implemented technical SEO fixes like meta tags, alt text, site architecture
- Analyzed site performance data and presented reports

## Expertise

- Increasing organic site traffic and conversions
- Improving website architecture for SEO
- Producing SEO-friendly content
- Building and customizing WordPress sites
- Content management and site updates

## Skills

- SEO strategy and implementation
- Keyword research and analysis
- Creating optimized content briefs
- Technical SEO best practices
- Link building and outreach
- Google Analytics and data analysis
- Proficient in WordPress and Webflow CMS
- Creative and analytical thinker

## Projects

### Ebutemetaverse

*A Web3 educational blog aimed at leveling the entry barrier for newbies and non-crypto natives*

- Built an intuitive layout for the website on Wordpress to allow for smooth navigation better user experience
- Carried out extensive keyword research to find relevant keywords for our audience and crafted a holistic SEO strategy to increase site visits
- Executed SEO strategy to achieve over 6,000 organic monthly visitors and over 65% returning visitors.

### Freelancespace Africa

*A blog and resource hub for African freelancers and remote workers*

- Researched and produced over 100 articles focused on the most in-demand freelance skills
- Implemented link building outreach campaign to build quality backlinks from relevant websites
- Grew monthly organic traffic from 0 to 3,000 monthly visitors within 4 months