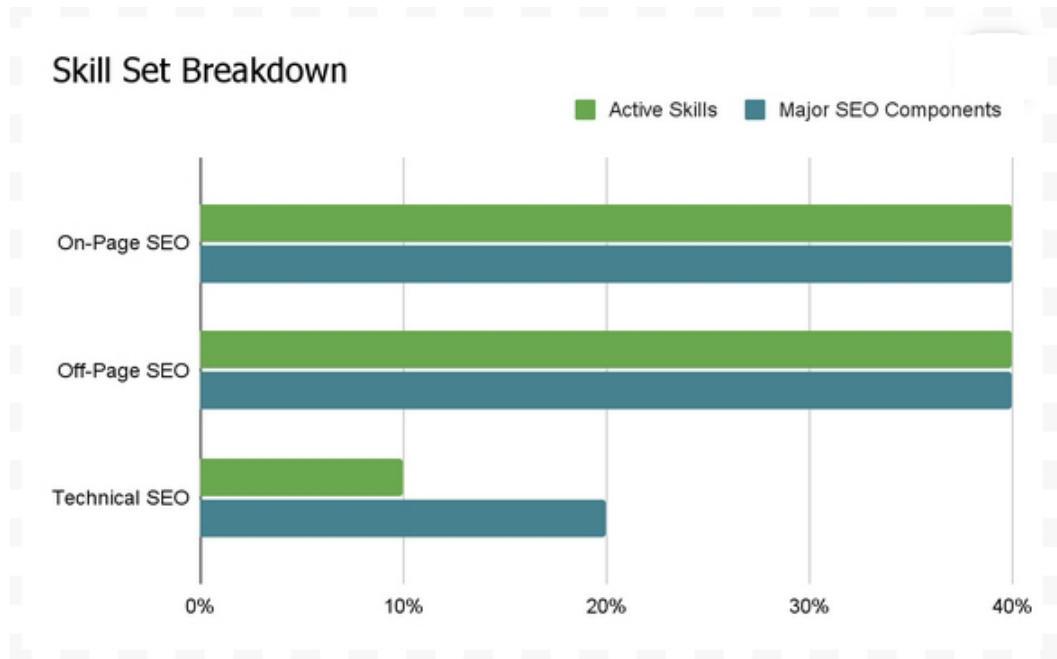


Full Funnel Holistic Content Marketing & SEO



There are 3 major components of SEO: On-Page (40%) + Off-Page (40%) + Technical (20%)
Overall, my proficiency is around **90%**. My strengths focus on **On-Page & Off-Page SEO**.

Breakdown of skill areas covered:

On-Page SEO (40/40): Content (short form & long form), Keywords, Pillar Pages, Topic Clusters, URL Structure, Tags, Internal Links, Image Optimization and more. This also includes but not limited to Full Website Keyword Research, Competitors Keywords, Content Gaps, Long Tail Keywords, Question Keywords, Search Intent, Keyword Mapping, Search Volume, and Keyword Difficulty.

Off-Page SEO (40/40): Backlinking Opportunities, Public Relations, Brand Communications, Social Media Optimization, Influencer/KOL/Expert Marketing, External/Partner/Expert/Agency Collaboration, Multiple Analyses (Market, Competitor, Feedback, Audience, Vibe & Trend) and more.

Technical SEO (10/20): Site Structure/Sitemap, Meta Tags, Image Optimization for Multiple Devices, Site Speed and 404 error pages. Since I am not a coder, the rest of the Technical SEO aspects (not mentioned) are beyond my capabilities as they are suited for programmers/developers, in-depth SEO analysts and hard core SEO specialists.

In Progress:

Vibe Marketing, GEO/AIO/AEO/SXO & AI Agents

Hyper-Personalization, Real-World Routines/Life Events, Emotive B2B and Human-First Demand Gen

Market Standard Tools I Use:

Google Workspace and its Apps (Analytics, Search Console, etc)

Ahrefs, Semrush, Moz, SimilarWeb & Majestic

Server Analytics and Social Media App Insights

AI, Generative AI Tools, ChatGPT, Gemini, DeepSeek, Mistral, Claude & You

Grammarly, Hemingway & Sharethrough Headline, Screaming Frog, Answer The Public, etc...

Goals:

Demand & Lead Generation, Customer Acquisition & Revenue Growth

Pipeline Enhancement: ToFu, MoFu & BoFu and Authority-First Content Funnel

Brand Awareness/Voice/Health/Positioning

Thought Leadership (Visionary, Evangelist, Guide & Mentor)

Content Formats for Creation, Production, Copywriting & Editing:

Blog Posts, Articles, Short Form and Long Form Content

Brand Strategy, Marketing & Communications

Case Studies, Ebooks, Whitepapers, Infographics & Web Presentations

Community Outreach, Reddit, Quora & Discord

Corporate & Internal Communications, Employer Branding, Press Releases & C-Suite Branding

Digital Asset Management & Static Image Post-Production

Directing/Shooting Video & Video Script

Ecommerce Product & Category Content Development

Email & CRM Nurturing Newsletters

External/Influencer/Partner/Expert/Agency Collaboration & Interviews

Performance Display (PPC), Landing Pages & Campaign Advertising Copy

Photography (Editorial, Fashion, PR Events, Tradeshow, GTM/Experiential/Pop Ups, Spatial, Architecture, Exterior/Interior, Product & Ecommerce)

Product & PLG Marketing

Sales Enablement, Field Marketing, Collaterals, Handouts & Brochures

Social Media Posts, Short Form, Memes, Quizzes, Polls & Checklists

Visual Assets & Web Graphic Design (Adobe Creative Cloud, Photoshop & Gen AI)

Wordpress CMS, UX/UI Copywriting & Frontend Web Design

Philosophies:

3H (Hero-Hub-Help), AIDA (Attention-Interest-Desire-Action), Buyer Intent, Client-Centric Strategy, Content Purpose, Customer Empathy, Customer Journey Hourglass Funnel, Google EEAT (Experience-Expertise-Authoritativeness-Trustworthiness), ICP/Personas/Pain Points, Inbound Marketing, PDCA Cycle (Plan-Do-Check-Act), Personalization Journey, User/Visitor Lifecycle & YMYL (Your Money or Your Life)

Christopher "Keith" N. Carlos. July 2025.