

ChoiceLocal Case Study: Managing Regional SEO & Account Strategy at Scale

Role & Scope Managed on-page SEO strategy, local keyword optimization, and search engine performance across 60+ regional accounts. Served as the primary strategic execution lead focused on improving local organic rankings, driving qualified search leads, and maintaining site health.

Core Strategy & Execution

- **Local Search Intent Mapping:** Conducted keyword research to build tailored location pages targeting high-intent regional searches for multi-location businesses.
- **On-Page Optimization & Audits:** Performed regular site audits to resolve technical crawl issues, optimize page metadata, rewrite landing page copy, and improve internal linking structures.
- **Competitor & Keyword Gap Analysis:** Utilized SEMrush and search console data to identify missing keyword opportunities and optimize existing content for higher position visibility.
- **Performance Tracking & Client Reporting:** Monitored organic traffic metrics, keyword movement, and conversions to deliver clear, actionable updates during client reporting cycles.

Key Results & Capabilities

- **Scalable Account Management:** Built a consistent workflow to track, optimize, and report on search performance across 60+ distinct accounts simultaneously.
- **Search Visibility Gains:** Delivered measurable increases in local pack rankings and primary keyword positions across competitive regional markets.
- **Technical & Content Alignment:** Bridged technical site health improvements with clear, human-centered landing page copywriting.