

# TRAVIS OLANDER

Saratoga Springs, UT 84045 | 385-625-6575 | twolander@hotmail.com

## Websites

---

- [www.travisolander.com](http://www.travisolander.com)
- <https://www.linkedin.com/in/travis-olander-seo-marketing/>

## Profile

---

**Experienced SEO Manager** with over 10 years of success ranking #1 in organic search, writing expert content, increasing search revenue, optimizing conversion, and driving growth.

**Skills: On-page SEO** (keyword research/strategy, search intent, content gap analysis, internal linking), **Technical SEO** (Core Web Vitals, site audits, Schema, sitemaps), **Creative Writing** (E-E-A-T content, copywriting) **Brand Authority** (link building/outreach, social, video & photo), **Conversion Rate Optimization** and **Ecommerce Merchandising**.

**Tools:** Ahrefs, Semrush, Moz, Screaming Frog, Looker, Google Analytics, Search Console, ChatGPT, Gemini, Klaviyo, Justuno, Google Ads, Shopify, BigCommerce, Wordpress.

## Experience

---

### Search Engine Optimization Manager

05/2019 to 01/2026

#### Uncommon Gear, LLC – Remote

- Owned on-page and technical SEO for three eCommerce sites earning \$2M-\$12M annually.
- **Acquired SERP #1 rankings** for products, **increased search revenue by 6x** (FY '19-'23).
- Built site-wide Copywriting SOPs, **1,200+ product** and **80+ category descriptions**.
- Executed FY '25 AI/GEO content project, **acquired 300+ AI rich snippet** placements.
- **Published 350+ articles**, buyer's guides, instruction/technical guides, blogs, and FAQs
- **Achieved 10%+ conversion in email** campaigns with targeted product launches.
- Owned linkbuilding, site audits, technical SEO, Schema Markup, and Core Web Vitals.
- Optimized merchandising, navigation, product filters, and product/category page structures.
- Scripted, shot, edited and produced video and photo for web content and social channels.

## Part-Time Writer & Editor

12/2022 to 08/2024

AllOutdoor.com – Remote

- **Published 160+ articles** in the outdoor lifestyle and sporting goods niche.
- Worked with Editor-in-Chief to revise drafts for review and scheduled publications.
- Wrote reviews, comparisons, "best ofs", how-to's, investigative and editorial content.
- Analyzed reader feedback to align content with audience interests and trends.
- Edited evergreen content to remain timely and competitive in search.

## Junior Video Host & Script Writer

03/2018 to 05/2019

Turn5, Inc. – Paoli, PA

- **On-camera talent**, installed and reviewed automotive parts on performance vehicles.
- **Wrote 2 to 4 weekly scripts**, planned and executed studio and on-location shoots.
- Managed studio and vehicles with team of mechanics, videographers and editors.
- Structured videos to maximize engagement with teasers, reveals, and test drives.
- Evaluated parts for quality and provided honest, credible feedback to audience.

## Script Editor

05/2017 to 03/2018

Turn5, Inc. – Paoli, PA

- **Edited 250+ scripts** for a team of **4 to 7 on-camera personalities**.
- Managed rapid script edits on set during fast-paced production schedules.
- Tailored scripts to each talent's personality to promote authenticity and flow.
- Collaborated with producer to develop videos that resonated with audience.
- Coached talent's technical writing skills to deliver better performances on camera.

## Copywriter

10/2016 to 05/2017

Turn5, Inc. – Paoli, PA

- Wrote product descriptions and ad copy for automotive performance parts.
- Optimized descriptions to **reduced bounce by up to 50%** on core products.
- **Developed company-wide copywriting and SEO strategy** for three eCommerce sites.
- **Built interlink strategy** between products and web, social, and video channels to boost sales.
- **Increased Copy team output from 6-10 SKUs to 30+ SKUs** daily.

## Web Content Writer

10/2014 to 10/2016

Hibu, Inc. – King Of Prussia, PA

- **Wrote long-form content and descriptions for 250+ SMBs** on agency web/SEO product.
- Interviewed business leaders to optimize their web product during development.
- **Edited and proofed junior writers' content** to maintain SEO and quality across client sites.
- **Partnered with President of Web Products** to test and roll out optimized client websites on Duda.

**Senior Client Services Consultant**

01/2014 to 10/2014

**Hibu, Inc.** – King Of Prussia, PA

- Supported agency sales representatives at digital, print, and web/SEO marketing agency.
- Aided sales team with troubleshooting and resolving faulty contract entries.
- Partnered with sales and clients to proof digital and print ads before launch.
- Solved account and CRM discrepancies, audited accounting and billing practices.

**Non-Commissioned Officer (E5)**

01/2010 to 01/2018

**Army National Guard** – Pennsylvania**Store Manager**

07/2008 to 07/2013

**GameStop** – Pottstown, PA**Education**

---

**B.S., Business Administration**

01/2017

**Southern New Hampshire University** - Hooksett, NH

- GPA: 4.0
- Minor in Professional Writing
- Placement on President's List