

Jeffrey D. Van Gorp

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WORK EXPERIENCE

EmpireToday, LLC.

Aug. 2022 – Present

Technical SEO Engineering

Blue Springs, MO (Remote)

- Empire Today sells and installs carpet and other flooring in homes and businesses. Known for their in-home shopping experience, a consultant brings samples to your home and provides an estimate on-site for free.
- Conduct technical SEO audits to identify and resolve on-page SEO issues using Google Search Console, ScreamingFrog, and Visual Studio. Utilize web technologies like HTML, CSS, JavaScript, and C# on ASP.NET to implement solutions.
- Implement and manage Schema.org structured data to enhance SERP visibility and improve click-through rates (CTR) by delivering rich results.
- Optimize XML sitemaps and robots.txt to improve crawl efficiency and control search engine indexing.
- Address Core Web Vitals (LCP, INP, CLS) for improved page speed and user experience (UX).
- Collaborate with development and digital marketing teams to deploy updates across multiple web properties, driving organic traffic growth.
- Monitor website performance and recommend updates based on a detailed analysis of 300+ data points per URL/URI.

Jeff V Web · Self-employed

Apr. 2017 – Present

Web Entrepreneur

Blue Springs, MO (Remote)

- Jeff V Web is a one-man company dedicated to providing a better web experience for small businesses.
- Provide SEO consulting for small businesses, including keyword research, content optimization, and technical SEO analysis.
- Develop and manage responsive websites using HTML5, CSS3, and JavaScript, ensuring mobile-friendly designs for improved SEO performance.
- Handle web management tasks, such as domain management, SSL/HTTPS implementation, and backup processes, to ensure secure and optimized websites.
- Perform SEO reporting on traffic, keywords, and social analytics to guide business decisions and increase organic search visibility.

BrightEdge Technologies

August 2021 – July 2022

Search Engine Optimization Specialist

Blue Springs, MO (Remote)

- BrightEdge is a leading SEO platform that helps businesses boost online visibility and drive organic traffic. Serving over 1,700 clients, it offers innovative tools for optimizing digital marketing and content performance.
- Led SEO strategy and implementation to increase clients' organic rankings and visibility on SERPs using the BrightEdge platform.
- Conducted technical SEO audits using BrightEdge ContentIQ, OnCrawl, and ScreamingFrog to address key technical SEO challenges.
- Delivered on-page SEO recommendations, including content optimization and the use of targeted keywords.
- Managed multiple client projects and maintained workflows to ensure timely implementation of SEO tactics.

Test & Measurement, Inc

July 2019 – July 2021

Calibration Technician

Kansas City, KS

- Test & Measurement, Inc. provides calibration and repair services for a wide range of test equipment, ensuring instruments meet precise manufacturer specifications. ISO/IEC 17025:2017 accredited, offering NIST traceable calibrations.

- Calibrated and maintained instruments to meet precise standards, ensured measurement accuracy, resolved equipment issues, and documented results, often in industries like manufacturing, aerospace, or healthcare.
- Utilized appropriate manuals and automated measurement procedures.

United States Army

94A LCE Missile Systems Technician, 94H TMDE Specialist

Aug 2008 – Mar 2014

USA

EDUCATION

Colorado Technical University

Bachelor's of Science in Information Technology (Website Development)

May 2021

(Remote)

- **GPA: 4.0;** *Summa Cum Laude, President's List, Dean's List*

SKILLS & INTERESTS

- **Skills:** Strategic Leadership; Cross-functional Collaboration; Project Management; Data-Driven Decision Making; Stakeholder Communication; Budget Management; Change Management; Performance Marketing
- **Interests:** eDrumming; Community Service (DAV); Dog Training (Beagle); Gardening