WISDOM EBINDA EGBA

Technical SEO Specialist

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PROFESSIONAL SUMMARY

Technical SEO and website optimisation professional with experience improving website structures, search landing pages, WordPress and WooCommerce experiences, technical content and reporting. Brings web-development understanding to diagnosis, implementation planning, indexing considerations, performance and conversion quality.

CORE SKILLS

Technical SEO, Website Architecture, Site Audits, Metadata, Page Structure, Internal Linking, URL Structure, Page Performance, WordPress SEO, WooCommerce SEO, Google Search Console, GA4, GTM, HTML, CSS, JavaScript

SELECTED CAREER ACHIEVEMENTS

- Published and optimised 86 Better Gas SEO pages and supported 90+ location records.
- Built or improved WordPress websites, WooCommerce pages and conversion-focused landing pages.
- Applied GA4, Tag Manager, Search Console and campaign reporting to marketing decisions.
- Developed location search assets supporting a network of 90+ micro-distribution locations.

PROFESSIONAL EXPERIENCE

Digital Marketing Manager, Performance & Growth

MOB Integrated Services & Better Gas Energy Services | Lagos, Nigeria | Jan 2025 - Present

- Developed search-focused location, service and product pages, including 86 optimised and published SEO pages supporting organic discoverability.
- Optimised WooCommerce pages, landing-page content and mobile conversion pathways for a cylinder-swap exchange model.
- Used Google Analytics 4, Google Tag Manager, Search Console and campaign reporting to prioritise marketing and conversion improvements.

Digital Marketing & Technology Consultant

REBS Global Realty Limited | Lagos, Nigeria | Selected client engagement

- Improved website content structure, service pages, navigation, search discoverability and lead-capture journeys.
- Designed and developed the corporate WordPress website and two supporting web applications: realtor referral registration and an investor sign-in portal.
- Integrated lead-source, referral and registration visibility into the wider digital-growth workflow.

Digital Marketing Consultant, Performance Marketing

Heritage Royal Homes | Lagos, Nigeria | Jan 2024 - Dec 2025

- Applied SEO, competitor analysis and content planning to align property pages with buyer intent.
- Designed and developed a WordPress real-estate website with conversion-focused landing pages and enquiry flows.
- Used campaign analysis, funnel reviews and data-led optimisation to refine acquisition efficiency.

Digital Marketing Manager

Leadway Property Development & Interiors | Lagos, Nigeria | Jan 2024 - Jun 2024

- Improved website visibility through keywords, technical site changes and search-focused content.
- Maintained and improved the WordPress website's experience, structure and conversion pathways.

- Reviewed traffic, search, funnel and lead performance to prioritise marketing improvements.

Digital Marketing Specialist, Remote

W & B Global Enterprises | Remote | Jul 2021 - Dec 2022

- Executed SEO and PPC activities supporting search discoverability and customer acquisition.
- Developed and improved landing pages, WordPress experiences and online store content.
- Implemented Google Analytics 4 for campaign tracking, reporting and decision-making.

Digital Marketing Strategist

Ultimus Holdings | Nigeria | Dec 2018 - Oct 2021

- Improved organic traffic through keyword strategy, search-focused content and optimisation.
- Developed and optimised landing pages for a clearer search-to-lead experience.
- Automated marketing dashboards and reporting to support campaign visibility.

EDUCATION

Bachelor of Science (B.Sc.), Business Management - University of Calabar, Nigeria

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Certified Digital Marketer & Social Media Manager
- Certified WordPress Web Developer
- Web Development - HTML, CSS, JavaScript, PHP
- Marketing Tools: Automation - LinkedIn Learning, 2024