



JEROME BILAOS

Technical Web
Architect



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Portfolio

[OnlineJobsPH](#)

Professional Summary

Digital Operations & Website Optimization Specialist with 10+ years of experience helping service-based businesses improve their websites, local visibility, and lead capture systems.

I specialize in WordPress optimization, Google Business Profile setup, form tracking, and analytics—ensuring customers can find, contact, and trust the business easily. Known for clear communication, structured execution, and delivering practical improvements that support real business growth.

Education

- **Bachelor of Science in Information Technology**
University of Camarines Norte, Philippines, 2009–2013
- **Practical Theology**
Calvary Bible Institute, Philippines, 2012–2013
- **Computer Hardware Servicing NCII**
Labo Community Skills and Training Center, 2013

What I Can Help You With (Immediate Impact)

Immediate Value I Provide

- *Optimize existing WordPress websites for speed, clarity, and mobile usability*
- *Improve lead capture using forms, clear CTAs, and contact flow*
- *Set up and optimize Google Business Profiles (maps, services, reviews)*
- *Connect websites to Google Analytics & Search Console for performance tracking*
- *Clean up basic on-page SEO to improve local visibility*
- *Handle updates, fixes, and technical tasks so owners can focus on operations*

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<https://jeromebilaos.netlify.app>

WordPress & Local Optimization Specialist

US & AU Service-Based Businesses

- Built, optimized, and maintained WordPress websites for service businesses (home services, cleaning, events, publications).
- Improved website structure, speed, and mobile usability to increase inquiries and engagement.
- Set up and optimized Google Business Profiles, including maps, service categories, reviews, and local SEO elements.
- Implemented contact forms, call-to-action sections, and tracking to support consistent lead capture.
- Configured analytics tools (Google Analytics, Search Console) to monitor traffic and performance.
- Supported clients as a reliable digital partner, handling updates, fixes, and ongoing optimizations.
- Increased organic traffic by up to 40% for multiple service businesses.
- Contributed to improved local visibility and inbound inquiries through on-page and local SEO work.
- Maintained long-term client relationships through clear communication and dependable execution.

Selected Client Engagements

Handyman Services – Washington, US

WordPress & SEO Specialist

- *Developed and managed a WordPress website focused on local search visibility and service conversion.*
- *Implemented on-page SEO and structure improvements to support lead generation.*

Redwood Cleaning – New Jersey, US

SEO & Web Development Specialist

- *Built a conversion-focused WordPress website.*
- *Executed local SEO optimizations that strengthened map presence and customer discovery.*

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Selected Client Engagements

AJD Digital Solutions – New Jersey, US
Digital Solutions Specialist

- *Delivered WordPress development, SEO support, and project coordination across multiple client accounts.*
- *Ensured tasks were completed on time and aligned with business objectives.*

Natural Awakenings – New Jersey, US
Digital Marketing & Admin Support

- *Supported website updates, content publishing, and digital operations.*
- *Helped improve online consistency and internal workflows.*

Technical & Operations Background (Foundational Experience)

Project Manager & Team Lead – HeroApps Software Development Services

- *Led website and mobile app projects.*
- *Coordinated teams and ensured structured delivery with high client satisfaction.*

Quality Assurance & IT Support Roles

- *QA Engineer / Specialist*
- *Helpdesk & NOC Specialist*

(Built a strong foundation in troubleshooting, systems thinking, and process improvement.)

Tools & Platforms

- Web & Optimization
 - WordPress (Elementor, Divi)
 - Forms, CTAs, performance optimization
 - Google Maps integration
- Automation & Productivity
 - Zapier
 - ChatGPT (workflow support)
- Local SEO & Analytics
 - Google Business Profile Manager
 - Google Analytics
 - Google Search Console
 - Google Tag Manager
 - GTmetrix
 - Screaming Frog